THE CASH BOX

VOLUME 12, NUMBER 35 MAY 26, 1951

Walter Winchell is pictured discussing the Damon Runyon Cancer Fund with Nat "King" Cole. The Fund, which has received so much support from the coin machine industry, has become the tremendous success it is mainly through the efforts of such men as Winchell who have given unstintingly to its development. Here Cole, who has a couple of hot Capitol disks going in "Too Young" and "Because Of Rain", of which he is co-writer, pledges his support to the campaign. Active in TV and theatre dates, he is currently on a cross country tour which winds up on the coast.

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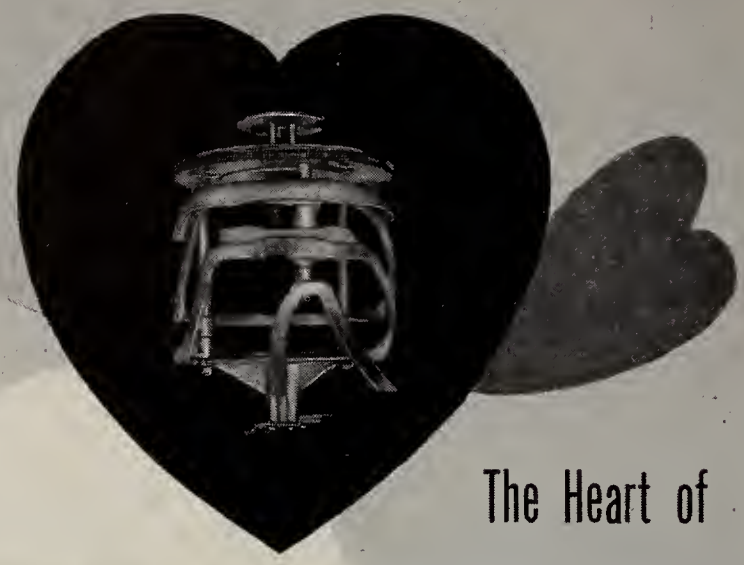

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the Rocket Phonograph
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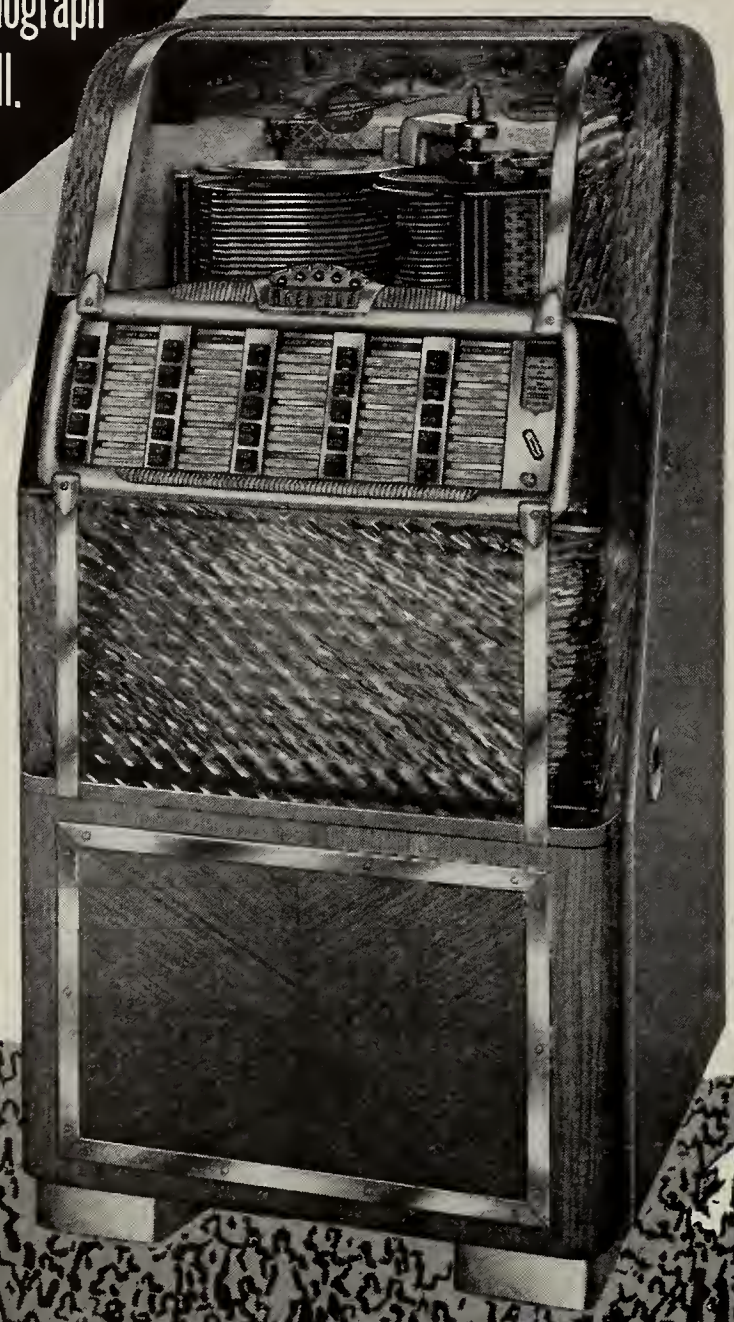
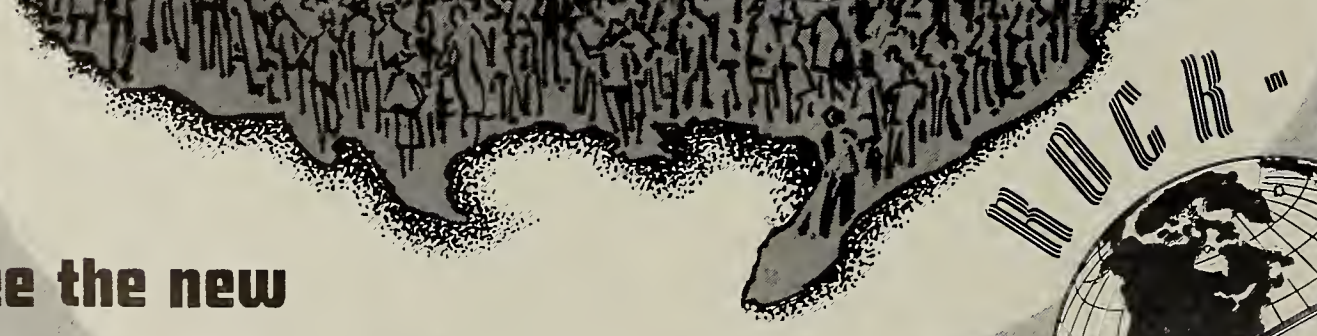


Model 1432—either 78 or 45 RPM



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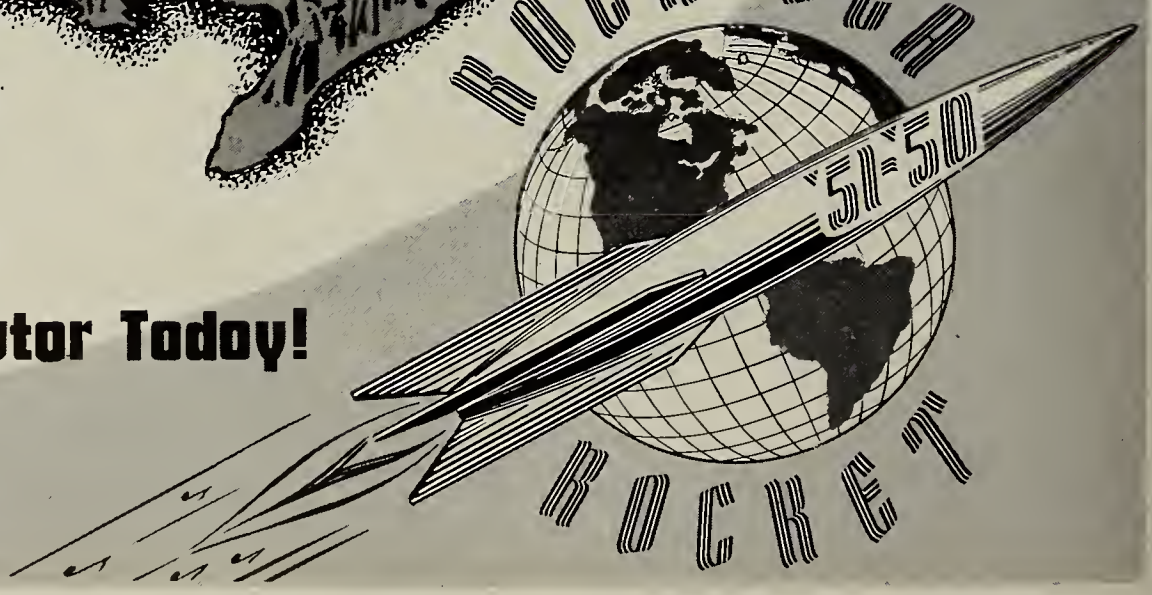

Rockola Manufacturing Corporation
800 N. KEDZIE AVE. • CHICAGO 51, ILL.

"KILL 'EM WITH KINDNESS"

One of the best expressions heard among ops in the trade is, "Kill 'em with kindness".

This is actually practised by many outstanding ops everywhere in the country.

These men make it their business to do every thing they possibly can for their location owners.

In fact, as one noted op explained, "Even when we were called in by some location owner who told us he wanted us to remove our machine, we did it with the greatest kindness and gentility.

"Our men are trained to be gentlemen at all times", this noted op stated, "and when it comes to the location owner, we have even recommended that they go as far as sweeping up his floor if he so demands".

This has paid off time and again, he reports. One case, he says, where the location told them to get the old machine out, worked just in reverse for the competitor who had pushed them out.

They went down there, talked things over with the location owner and, when they found they couldn't get him to change his mind, had the machine removed.

They then sent a man over who patched a few spots on the floor. Had someone else go in to do a little paint job around the place where the machine had been situated. They followed this with a letter of thanks for the years they had been in the spot.

They continued to keep him informed (as they do all their customers) regularly by a general letter about new machines and events in the interest of his business.

As this operator explains, it didn't take very long before an argument came about between this same location owner and the new operator. The result was that the location owner held his former operating firm up as an example of the type of firm he liked to deal with. He threw out the new op and called back the old company.

"All because", this op said, "we kill 'em with kindness."

In short, this is the time, as many outside factors cut into the profit potentials of the field, when everyone in the trade should adopt the slogan, "Kill 'em with kindness."

Operators must, today, do things for their locations which they never had to do before.

To maintain the location's respect, and to keep the location satisfied, especially as ops drive for dime play, there must be a closer understanding existant between the operator and the location owner.

The largest manufacturers and wholesalers in American industry are making it a practise to work so much more closely with every retailer and whenever the opportunity presents itself, to "kill 'em with kindness".

This doesn't mean that the operator should go too far out of his way, or bow too low to the location owners.

But, it does mean, that whenever and wherever the opportunity presents itself, and the deed can be done by the operator without too much trouble to himself, as well as with dignity and respect, that the operator do whatever is possible to win a closer relationship, and especially the closest possible respect and regard, of the location owner.

Too many ops are treating locations as strangers. Too many are suspicious of their locations and openly show it. Too many aren't taking advantage of opportunities presenting themselves daily to help their location owners in some small way which would more greatly cement friendship between themselves and the location owners.

Many ops complain that they are "much too busy" these days to pay attention to these small details. But, it has been noted in territory after territory that, the operator who grows bigger than all others, is the operator who found the time to pay attention to the little details which won for him and his firm the complete friendship of the location owners.

It has been proved, time and again, that it was the operator who always makes it his business to "kill 'em with kindness" who won out in the long run, and who retained his locations, while growing more outstanding himself.

Operators everywhere should indelibly impress on their servicemen and their collectors, in fact, on all of their employees, and especially on themselves, this one mighty important fact which will assure them continued growth, greater respect and affection from their customers and, especially, more assured, steadier, bigger income: *"Kill 'Em With Kindness"*.

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Volume 12, Number 35

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry in any fashion whatsoever, throughout the United States, Canada, Central and South America, Africa, Japan, Hawaii, Philippine Islands, and other Asiatic and Pacific countries, as well as certain European nations. *The Cash Box* is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to:—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others in any fashion identified with, or allied to, the coin operated music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the coin operated vending, music and amusement fields are covered by *The Cash Box*. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered by *The Cash Box*.

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THE CASH BOX IS RECOGNIZED by various associations of coin machine operators throughout the United States as their "official" weekly magazine.

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"THE CONFIDENTIAL PRICE LISTS"

"The Confidential Price Lists" are the one and only officially recognized price guide of all new and used machines in the United States. *"The Confidential Price Lists"* are an exclusive, copyrighted feature of *The Cash Box*. *"The Confidential Price Lists"* report each week's low and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continually adding on all the new equipment as this equipment is announced to the industry. *"The Confidential Price Lists"* are recognized by many cities and states throughout the country as the "official price book of the coin operated machines industry". They are an integral part of *The Cash Box* and appear in each week's issue. *"The Confidential Price Lists"* are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposess. *"The Confidential Price Lists"* are used by finance firms, factors, loan companies, bankers and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. *"The Confidential Price Lists"* have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the quotations appearing in *"The Confidential Price Lists"*.

Are The Days Of The Small Operator Numbered?

Many giant operating firms are now of the belief that the trend is toward bigger routes. They reason that the small operator is today doomed. He cannot, they state, profitably continue in business, unless he has exceptional locations. And as they point out these are few and far between. In fact, less than one per cent of any town's locations are considered, "exceptional".

These men also explain that the operators of larger routes are able to practise greater efficiency in their ocations. They explain that the larger operator has one service man calling on a location and that this service man can very easily take care of two, three, and even more machines, in the same spot at the same "servicing overhead cost".

This has caused progressive and far-seeing operators, the belief is, to attempt to increase their routes. In some cases they are buying routes of nearby competitors. Where routes overlap, they quickly attempt to buy or to sell, is the explanation of these men, who also claim that the large route is today the answer to profitable operating.

They point out that the small operator (the man with anywhere from 10 to 30 machines) is actually a "part time operator". He is not a full time, professional operator, because he cannot afford to spend his entire day on his route or his operating business.

Here and there, they admit, there are a few who are successfully operating twenty-five to thirty-five machines and earning a living from such operations. But, they state, very rapidly, and without the fault of the smaller operator in any way, he is being drowned out of the picture, because of continued increased operaing expenses and higher prices of machines.

This being the case, as these men claim, then, eventually, very few small operators will be in existence. They say that, for an operator to earn any real profit at all, he must have, at the minimum, between 50 and 100 machines, and that more than half the machines must be fully paid for, so that he can continue in business on a profitable basis.

In fact, some of these men claim, even the operator of 50 machines is having a desperate time of it today. They say that overhead expenses have increased so much that they are, today, over 250% up and above what they were in 1939. Yet the average operator is continuing along with the very same commission basis he had in '39, and also charging the very same coin for the play on his equipment as he did in 1939.

With overhead up over 250% since 1939, these men ask, how is this operator able to keep going and still show a profit? That is why, they say, that the average operator must sell out, if he has a small route, or must so change his operating methods that he will profit in keeping with his higher overhead expense.

These men admit that those operators, with routes of 30 to 50 machines, who are getting 10c play action, or who have a commission-percentage arrangement of 75-25 or 70-30 or even 60-40 plus front money service guarantee, have the possibility of continuing on profitably.

Otherwise, they claim, the small operator, especially if he is specializing in one type of equipment, cannot go ahead profitably. Some are enjoying a bare living. But, the great majority, they state, are really losing money, and somehow trying to keep going in the hope that a change will come about whereby they will, once again, be able to profit from their small routes.

The large operator, they report, has added varied type of equipment to his route. The machines featured range all the way from the large soft drink dispensers down to peanut machines on the merchandiser side, pinball, shuffle and rebound games as well as one-balls on the amusement part of the route and, of course, phonographs—wherever it is possible to locate them.

This then means, they say, that such an operator can send in service men to each location and have those servicemen take care of all machines in that same single spot at a great saving to them as far as overhead servicing expense is concerned.

Another thing, they pointed out, is that the large operator is in a better position to give the locations finer, faster service. Not only can he supply them with a greater variety of equipment, due to the fact that when he switches machines about on his route, he has so many machines to transfer, but, also because his men are always near to some spot, and therefore able to quickly service almost any location anywhere in the area.

By combining all intake from all equipment, even tho keeping separate records on intake of various type machines, the larger operator can continue ahead for the massed income shows profit. Whereas, they state were it only music, there might be a loss shown for any certain period. The same could be true of pinball, shuffles, rebounds, merchandisers, or any other individual type equipment. But, by combining all into one income figure, then the large operator has the edge all down the line, these men claim.

It won't be long, these men say, when the small operator can continue clinging to the coattails of the larger man in his territory. The time is fast approaching, they claim, when servicing overhead, operating costs, machine prices, as against intake, are coming down to a fine point. The large operator can still show some profit. The small man, unless he is exceptionally lucky, can't show any profit, they state.

This is the reason for their statement that the small op's days are numbered. He either walks into a situation where he rides along with the wind left by the larger operator's business methods, or else he finds himself slowly sinking deeper into red ink week after week, they state.

What Do You Think?

It would be interesting to hear from the smaller operators everywhere in the nation as to their opinions, and whether they believe that their chances for business survival, as well as for profit, are as slim as these larger operators claim it is. Or whether they believe that the small operator is better off than the larger op?

The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To *The Cash Box* By Leading Music Operators Throughout The Country.

Record Companies Listed Alphabetically

45 rpm numbers In parenthesis

CODE

AB—Abbey	DY—Derby	PE—Peacock
AL—Aladdin	4 Star—Four Star	PR—Prestige
AP—Apollo	FE—Federal	RA—Rainbow
AT—Atlantic	JU—Jubilee	RE—Regent
BU—Bullet	KI—King	RG—Regal
CA—Capitol	LO—London	SA—Savoy
CH—Chess	ME—Mercury	SIT—Sittin' In
CO—Columbia	MG—MGM	SP—Specialty
CR—Coral	MO—Modern	TE—Tempo
DA—Dana	NA—National	TW—Tower
DE—Decca	OR—Oriole	VI—Victor

Pos. Last Week

1 — **HOW HIGH THE MOON** — **1**

LES PAUL & MARY FORD

CA-1451 (F-1451)—Les Paul & Mary Ford
CO-39145—Erroll Garner
DE-24513 (9-24513)—Lionel Hampton O.
MG-30303 (K-30303)—David Rose

2 — **MOCKIN' BIRD HILL** — **3**

LES PAUL & MARY FORD—PATTI PAGE

CA-1373 (F-1373)—Les Paul & Mary Ford
CR-64061 (9-64061)—Pinetoppers
DE-27444 (9-27444)—Russ Morgan
LO-851 (30296)—Marlin Sisters
ME-5552 (5552x45)—Tiny Hill
ME-5595 (5595x45)—Patti Page
VI-21-0396 (48-0396)—Britt & Allen

3 — **ON TOP OF OLD SMOKY** — **2**

THE WEAVERS & TERRY GILKYSON

CO-39328—Burl Ives
CR-60436 (9-60436)—George Cates O.
DE-27515 (9-27515)—Weavers & Terry Gilkyson
LO-1028 (45-1028)—Josh White
ME-5612 (5612x45)—George Siravo O.

4 — **IF** — **4**

PERRY COMO

CA-1342 (F-1342)—Dean Martin
CA-1351 (F-1351)—Jan Garber
CO-39082 (6-939)—Jo Stafford
CR-60355 (9-60355)—Denny Vaughan
DE-27391 (9-27391)—Ink Spots
DE-27481 (9-27481)—Louis Armstrong
DE-27534 (9-27534)—Ethel Smith
LO-833—Dick James
ME-5565 (5565x45)—Vic Damone
MG-10896 (K10896)—Billy Eckstine
VI-20-3997 (47-3997)—Perry Como

5 — **SPARROW IN THE TREE TOP** — **5**

GUY MITCHELL

CA-1440 (F-1440)—LES BAXTER
CO-39190 (4-39190)—Guy Mitchell
CR-60401 (9-60401)—LYN MURRAY
DE-27477 (9-27477)—Crosby & Andrews Sisters
LO-931 (45-931)—Reggie Goff
ME-5597 (5597x45)—Rex Allen
MG-10924 (K-10924)—ART MOONEY

6 — **I APOLOGIZE** — **9**

BILLY ECKSTINE

CO-39189 (9-39189)—Champ Butler
DE-27484 (9-27484)—Don Cherry
LO-964 (45-964)—Anita O'Day
ME-8209 (8209x45)—Dinah Washington
MG-10903 (K10903)—Billy Eckstine
VI-20-4056 (47-4056)—Tony Martin

7 — **TOO YOUNG** — **10**

NAT "KING" COLE

CA-1449 (F-1449)—King Cole
CO-39271 (4-39271)—Toni Arden
CR-60393 (9-60393)—Denny Vaughn
DE-27569 (9-27569)—Patty Andrews
DE-27366 (9-27366)—Victor Young
ME-5599 (5599x45)—Richard Hayes
MG-10920 (K10920)—Johnny Desmond
VI-20-4105 (47-4105)—Fran Allison

8 — **BE MY LOVE** — **6**

MARIO LANZA

CA-1352 (F-1352)—Ray Anthony O.
CO-39157—Les Brown O.
CR-60373 (9-60373)—Owen Bradley
DE-27366 (9-27366)—Victor Young O.
DE-27534 (9-27534)—Ethel Smith
MG-10799 (K-10799)—Billy Eckstine
VI-10-1561 (49-1353)—Mario Lanza

9 — **WOULD I LOVE YOU** — **7**

PATTI PAGE

CA-1368 (F-1368)—Helen O'Connell
CO-39159 (4-39159)—Day & James
DE-27402 (9-27402)—Jerry Gray O.
DE-27490 (9-27490)—Gordon Jenkins
ME-5571 (5571x45)—Patti Page
VI-20-4056 (47-4056)—Tony Martin

10 — **BEAUTIFUL BROWN EYES** — **8**

ROSEMARY CLOONEY—JIMMY WAKELY

CA-1426 (F-1426)—Arthur Smith
CA-1393 (F-1393)—Jimmy Wakely
CO-39212 (4-39212)—Rosemary Clooney
DE-27485 (9-2748S)—Evelyn Knight
MG-10924 (K10924)—Art Mooney
MG-10914 (K-10914)—Arthur Smith
VI-20-4062 (47-4062)—Lisa Kirk

11) WHEN YOU AND I WERE YOUNG MAGGIE BLUES. 12) ABA DABA HONEYMOON. 13) MY HEART CRIES FOR YOU. 14) YOU'RE JUST IN LOVE. 15) NEVER BEEN KISSED. 16) BRING BACK THE THRILL. 17) HOT CANARY. 18) JEZEBEL. 19) LOVELIEST NIGHT OF THE YEAR. 20) UNLESS. 21) SOUND OFF. 22) TENNESSEE WALTZ. 23) DOWN THE TRAIL OF ACHIN' HEARTS. 24) ROSE, ROSE, I LOVE YOU. 25) MOONLIGHT BAY.

This week's

New Releases ...on RCA Victor

RELEASE # 51-21

POPULAR

MINDY CARSON with Orchestra conducted by Norman Leyden
Lonely Little Robin
You Only Want Me When You're Lonesome 20-4151 (47-4151)*

FRANKIE CARLE and his Orchestra
I Feel Like Spaghetti Tonight
Piano Polka 20-4152 (47-4152)*

DON CORNELL
Why Don't You Tell Me So
If I Had Another Chance 20-4149 (47-4149)*

IRVING FIELDS TRIO
The Wedding Song—Bolero
West Indies 20-4153 (47-4153)*

COUNTRY

ELTON BRITT and the Skytoppers
Lonely Little Robin (with The Beaver Valley Sweethearts)
Lookin' Around 21-0473 (48-0473)*

JIMMY MURPHY
Big Mama Blues
We Live A Long, Long Time 21-0474 (48-0474)*

WESTERN

JIM BOYD and his Men of the West
Take Time To Pray
Will You Be Mine? 21-0475 (48-0475)*

RHYTHM

HOT LIPS PAGE and his Orchestra
I Wanna Ride Like The Cowboys Do
Strike, While The Iron Is Hot! 22-0129 (50-0129)*

POP-SPECIALTY

BERNIE WYTE
Mexican Polka
Champagne Polka 25-1197 (51-1197)*

RED SEAL SPECIAL

JAN PEERCE with Orchestra conducted by Hugo Winterhalter
What Is A Boy
Because Of You 10-4325 (49-4325)*

NEW ALBUMS

THE ORIGINAL BROADWAY COMPANY
Make A Wish OC-2 (WOC-2)* LOC-1002**

NATIONAL SPECIAL ALBUM

JIMMIE RODGERS
Jimmie Rodgers Memorial Album # 2 P-282

* 45 rpm cat. nos.
** 33⅓ rpm cat. nos.

Going Strong...

$ . . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

WEEK OF MAY 19

$ **Old Soldiers Never Die**
Love And Devotion
Vaughn Monroe
20-4146—(47-4146)*

$ **Sound Off**
Oh, Marry, Marry Me
Vaughn Monroe
20-4113—(47-4113)*

$ **The Loveliest Night Of The Year**
Mario Lanza
10-3300—(49-3300)*

$ **On Top Of Old Smoky**
Shall We Dance
Vaughn Monroe
20-4114—(47-4114)*

$ **Be My Love**
Mario Lanza
10-1561—(49-1561)*

$ **Never Been Kissed**
Freddy Martin
20-4099—(47-4099)*

$ **I Have No Heart Unless**
Eddie Fisher
20-4120—(47-4120)*

$ **Rhumba Boogie**
Hank Snow
21-0431—(48-0431)*

$ **Vesti La Giubba**
Ave Maria
Mario Lanza
10-3228—(49-3228)*

$ **Down The Trail Of Achin' Hearts**
Bluebird Island
Hank Snow and Anita Carter
21-0441—(48-0441)*

$ **I Wish, I Wish**
The Kissing Song
Dinah Shore and Tony Martin
20-4126—(47-4126)*

$ **Kentucky Waltz**
Eddy Arnold
21-0444—(48-0444)*

$ **Lonesome Poison Love**
Johnnie and Jack
21-0377—(48-0377)*

$ **I Get Ideas**
Tahiti, My Island
Tony Martin
20-4141—(47-4141)*

$ **There's Been A Change In Me**
Eddy Arnold
21-0412—(48-0412)*

The stars who make the hits are on RCA VICTOR Records
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY
JAN FEB MAR The APRIL MAY JUNE Swing's JULY AUG SEPT to OCT NOV DEC "45"

THE CASH BOX Record Reviews

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

"THE STRANGE LITTLE GIRL" (3:11)
"DOWN THE TRAIL OF ACHIN' HEARTS" (3:05)

GUY LOMBARDO
(Decca 27607; 9-27607)

● Guy Lombardo takes a current western item and gives it a wonderful pop version. With Kenny Gardner and the Trio coming through on the lyrics, Guy has a strong contender in this one. The lower end is another western sounding ditty again getting a grand interpretation from the crew. Ops oughta tune in.

"I CAN'T BELIEVE YOU'RE IN LOVE WITH ME" (2:46)
"COOL TRAIN" (2:38)

LIONEL HAMPTON
(MGM 10979; K10979)

● Lionel Hampton goes to town on a couple of numbers which are bound to please his fans. The upper half is an oldie on which Janet Thurlow does the vocal and gets a nice feeling into it. The lower half is a smooth instrumental which the Hampton crew does so well. This'll do ok.

"MY OWN BIT OF LAND" (3:12)
"OLD SOLDIERS NEVER DIE" (2:54)

BING CROSBY
(Decca 27606; 9-27606)

● Two numbers that should mean a lot to Crosby fans are offered here. The top deck is a ballad which Bing & the Ken Darby Singers send home, while the lower half is the current hot ditty taken straight from Bing's broadcast. Ops might take a look at these.

"MISTER AND MISSISSIPPI" (3:15)
"A TRINKET OF SHINY GOLD" (3:09)

DENNIS DAY
(RCA Victor 20-4140; 47-4140)

● One of the best versions of this number one plug is put forward on the top deck by Dennis Day. With the Norman Luboff Choir, Dennis gets the best meaning yet into the tune. The lower end is a western sounding thing which comes out ok also. The top deck is the one for ops to watch.

"SOMEBODY" (2:47)
"LET'S GATHER 'ROUND THE PARLOR PIANO" (2:57)

BOB DEWEY
(RCA Victor 20-4142; 47-4142)

● A ballad with a very attractive melody gets a slow going over from Bob Dewey and the orchestra. The Trio sings out the lyrics in appealing fashion which helps the side along. The second half is a nostalgic thing with a piano standing out as the chorus does the vocalizing. This will make a good filler item.

DISK OF THE WEEK

The editors of THE CASH BOX feel that both of these records offer equally fine interpretations of the same song and are therefore having them both share the Disk Of The Week award.

GUY MITCHELL
"MY TRULY, TRULY FAIR" (2:45)
"WHO KNOWS LOVE" (2:48)
GUY MITCHELL
(Columbia 39415; 4-39415)

● Guy Mitchell following up in the vein of "The Roving Kind", comes through with a terrific rendition of a very happy tune called "My Truly, Truly Fair". This one should be hitting it up in the juke boxes for the rest of the summer. Done in very familiar style with a lively chorus and a wonderful backing from Mitch Miller, Guy makes this just about his best effort to date. The reverse side is a very slow ballad with a piano interlude, a rather unusual side. Ops who want top rate summer material should get going with the top deck tune. It has everything it takes to get those coins into the machines.

VIC DAMONE
"MY TRULY, TRULY FAIR" (2:47)
"MY LIFE'S DESIRE" (2:54)
VIC DAMONE
(Mercury 5646; 5646x45)

● Two promising tunes are offered on this platter by Vic Damone. Not only is the ditty on the top deck a sure smash, but the ballad on the bottom half, titled "My Life's Desire" has a lot of interest too. The upper level features a light thing that just can't help but take off. Although it's not in Vic's usual style, he does a great job with it. The ballad on the other side was written by the author of "If" and it too has what it takes. Here is a double sider for ops. They're gonna be counting a plenty of change when the returns start pouring in.

"PECULIAR KIND OF FEELING" (2:40)
"BABY BLUES" (2:59)
HARRY JAMES & TONI HARPER
(Columbia 39390)

● A good teaming is arranged here between Harry James and Toni Harper. The James orchestra provides some terrific background at both ends of this disk as Toni does her usual fine job on the vocals. This one should hold its own in the juke boxes.

"THE SYNCOPATED CLOCK" (2:25)
"RED SAILS IN THE SUNSET" (2:49)
KEN GRIFFIN
(Columbia 39386)

● Ken Griffin goes to town on two organ solos and makes them both sound fine. The top side gets a grand interpretation from Ken and the second side combines the organ and a steel guitar on an oldie. Ops in the right spots will want to hear it.

"MISTER AND MISSISSIPPI" (3:04)
"HOW LONG IS FOREVER?" (3:06)
GENE AUTRY
(Columbia 39371)

● Gene Autry comes up with his version of a current plug tune. With Carl Cotner's orchestra providing a suitable setting, Gene gets a western flavor into this. The second half is a ballad on which he always turns in a worthwhile job. Ops oughta take a peek at this disk.

"ON TOP OF OLD SMOKY" (2:54)
"BLACK GIRL" (2:38)
JOSH WHITE
(London 1028)

● Another wonderful version of this folk tune shows up on the top deck done by Josh White. The Stargazers provide the choral backing for him as Billy Hill's orchestra does the music. The second half is a very unusual side with a drawn out vocal by Josh. Ops will do ok with this platter.

BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

★ "WHO'LL TAKE MY PLACE"	Ames Brothers	Coral 60489; 9-60489
★ "MISTER AND MISSISSIPPI"	Dennis Day	RCA Victor 20-4140; 47-4140
★ "SOMEBODY"	Jo Stafford	Columbia 39389; 4-39389
★ "I GET IDEAS"	Tony Martin	RCA Victor 20-4141; 47-4141

"DOWN BY THE GLENSIDE" (2:53)
"ASTHOREEN BAWN" (2:48)
ANNE SHELTON
(London 1005)

● Two Irish ditties are taken to town here by Anne Shelton. Anne who does these numbers very slowly with a lot of feeling, gets some excellent backing from Roy Robertson and the orchestra. Although the sides may not have too much commercial appeal, they should please her fans.

" 'CAUSE I LOVE YOU" (2:38)
"I SHOULDN'T CARE" (2:53)
EDITH PIAF
(Columbia 39320)

● Edith Piaf takes a tune she wrote herself and gives it her typical vocal on the upper half. Needless to say it's grand to listen to. The lower side is another ballad with a French feeling. At either end Robert Chauvigny and the orchestra do the backing. Ops won't want to miss it.

"I LOVE YOU DEARLY" (2:50)
"SANTA LUCIA LUNTANA" (2:33)
RALPH MARTERIE
(Mercury 5634)

● Ralph Marterie and his orchestra come through with two sides which makes for worth while listening. Both ends have a chorus in the background but the important thing is the orchestra which sends the melodies across. Ops who want some good filler items, have it here.

"PIZZICATO RHUMBA" (3:21)
"SWEDISH RHAPSODY" (3:12)
CAMARATA
(Decca 40213; 9-40213)

● Camarata comes to Decca with two instrumentals which sound real good. Both get excellent arrangements with a lot of contrast and both make for fine listening. Camarata has his Kingsway Symphony orchestra here. In the right locations this should go over well.

"NONA" (2:54)
"LOVE NEVER COMES AROUND MY WAY" (2:58)
ERSKINE HAWKINS
(Coral 60640; 9-60640)

● A low down sounding instrumental is dished out here by Erskine Hawkins and his orchestra. The boys get this one going in real top style. The second half is a ballad done very slowly by the band with Ace Harris on the vocal. Ops should see for themselves.

'ROUND THE WAX CIRCLE

NEW YORK:

Capitol is certainly riding high these days with three of the top four best selling disks in the country, "How High The Moon," "Mockin' Bird Hill" and "Too Young." Glenn Wallichs, president of Capitol, who arrived in town this week, has plenty to crow about. . . . **Abe Olman** of Robbins, Feist and Miller, on the coast to pick tunes from forthcoming MGM picture scores. . . . **Nat "King" Cole** was having a tough time last week as the Cleveland Indians kept losing to the Yankees. You never see a more dejected man than Nat when the Indians lose. . . . **Dorothy Claire**, featured singer on the **Henry Morgan** TV show, cut her first sides for MGM Records with "Maybe I never Loved You" and "A Rollin' Heart." Dorothy played the lead in "Finnian's Rainbow" and is a former member of the **Tommy Dorsey** and Glenn Miller bands. . . . **Peggy Lee**, fully recovered from her siege of pneumonia, opens at the Paramount this week while the **Irving Fields Trio** plays the Roxy in conjunction with **Danny Kaye's** new film "On the Riviera." The **Buddy Basch** office has been hired to do record promotion on Danny's new tunes from the picture. . . . **Lionel Hampton** has cut his first ballad for MGM, **Fay Tishman's** "Until You Came Along," which is slated for an early June release. . . . **Jane Morgan**, cute song stylist is a good bet for A & R men. She's heard over NBC every Sunday afternoon in French dissertations. A Boston girl, she went to Paris five years ago and recently returned. . . . Abbey Records has signed big voiced tenor **Dick Paige** to a recording contract. . . . Singer-writer **Bill Harrington** is coming into his own. With three TV shows under his belt, he is also co-writer with **Nat Cole** and **Ruth Poll** of "Because Of Rain." . . . **April Stevens** has a spicy sleeper on the Society label in a ditty called "Don't Do It." . . . **Pat Terry** opened at the Click on May 17. For the third time in thirteen months, the **Ames Brothers** return to the Paramount June 6. . . . **Ed Bonner**, formerly of WNJR in Newark, now doing a daily two hour dj show in St. Louis. . . . **Dave Miller** has been appointed MC for the Carnegie "Pops" Concert at Carnegie Hall the night of June 7. Show will star **Sons Of The Pioneers.**

DOROTHY CLAIRE

CHICAGO:

Ivory Joe Hunter and his ork jamming 'em into the Blue Note. Ivory has that certain something that makes for championship delivery. . . . Bumped into **Harry** and **Mrs. Mills** of the **Mills Bros.** (who are clicking at the Chicago Theatre) listening to **Ivory Joe** and his music and bobbing their heads in time with Ivory's rhythm. . . . **Bill Farrell**, the young man with the big voice, doing very great at the Blue Note. (By the way, Bill, is that a mustache you're growing?) . . . **Morey Amsterdam** made a disk for RCA-Victor (from his "Guys & Dolls" album) which he believes is a natural for the juke boxes. . . . Cee **Davidson** has a couple of new tunes which sound good. Both as yet unpublished. One called, "I'm On A Merry-Go-Round," the other, "I Wish I Knew." Listened to 'em while Cee had his Chez Paree ork play 'em. . . .Cutest little diaper-wrapped card from the **Kenny Myers'** who announce new arrival, **Jeffrey Donald Myers**, born May 10. . . . Leeds Music close their offices here. . . . **Archie Levington** of Leeds goes right ahead with his own pubbery. . . . **Dick LaPalm** claims Jeri Southern "is rapidly becoming the most talked about singer around today." Dick also reports that she is "due to get a national build-up." Says her next London release will go like hot cakes. . . . Harry James has a new disk, "Theme For Cynthia." . . . Local bandleader **Dan Belloc** just had four sides released he cut for Oriole. . . . **Adrian "Beep" Roberts** writes us from Encino, Cal. that the well known Thunderbird is blowing up our front cover of **Tennessee Ernie** (gun and all) and will feature it during Ernie's two weeks' engagement. Same time, "Beep" tells us, **Tennessee Ernie, Clifford Stone** and **Tex Williams** were also hepped up over the checkerboard hanky pic which appeared here. . . . The grand Schnozzola, **Jimmy Durante**, himself, opened at the Chez this past Friday and, as per usual, wowed 'em. The Nose knows how.

IVORY JOE HUNTER

LOS ANGELES:

Lena Horne, whose film and record careers have not been all smooth sledding, proved one thing in her opening at the Ambassador Hotel's Coconut Grove: That there's no pop singer, male or female, who can thrill an audience and leave 'em gasping for more the way she does. . . . This reaction was felt by the supposedly sophisticated and tired gentry who cover openings for the public prints as well as the cash customers out for an evening's fun. . . . **Louis Armstrong**, another greater-than-just-about-anybody-entertainer, is proving his pulling power at the Club Oasis, where the management may have to get the wall stretchers out of hock. . . . Something is cooking at Discovery, but we haven't quite uncovered it, other than learning that vee-pee **Dick Bock** is leaving the **Albert Marx** firm for points unknown and bright and beautiful **Thelma Walker** is also leaving the company and the music biz for a very nice secretarial job with a big construction firm. . . . Just caught up with **Jackie Haddad**, formerly with **Johnny Blackburn's** Selective Records, and learned that she's been several months now with California Record Distributors, the **Lester Koenig-Jack Lewerke** set-up that handles such lines as Good Time Jazz, Down Home, Jazz Man, Jump, Ragtime, Discovery, Society, Tops, Tower, Blue Note, Circle and Commodore.

LOUIS JORDAN

The name is **Gene Mironko** and not **Jim Mironko**, it was politely pointed out to us while being thanked for having at least the last name of Phonolog's editor right a few weeks back. . . . Almost buzzed into a sales meeting, along with Gene, at Mercury Distribs, and if we hadn't stepped lively would have wound up with a long stack of new samples and a short pep talk from **Harry Bloom**, who was singing the praises for sales guys **Lee Palmer, Stan Hickman** and the others of the new folksy **Vic Damone** release, "My Truly, Truly Fair."

The "Country's" next No. 1 Song

"DOWN THE TRAIL OF ACHING HEARTS"

A Cash Box "BEST BET"
"DOWN THE TRAIL OF ACHING HEARTS"

Records Most Played by Disk Jockeys:
"DOWN THE TRAIL OF ACHING HEARTS"

Best Selling Pop Singles:
"DOWN THE TRAIL OF ACHING HEARTS"

Most Played Juke Box Records:
"DOWN THE TRAIL OF ACHING HEARTS"

Words and Music by
JIMMY KENNEDY
and
NAT SIMON

Recorded by
Columbia — Sammy Kaye
Decca — Guy Lombardo
Mercury — Patti Page
MGM — Phil Brito
RCA Victor — Hank Snow

AL GALLICO MUSIC CO., Inc.
RKO BLDG. RADIO CITY NEW YORK, N. Y.

THE CASH BOX Record Reviews

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

"SOMEBODY" (2:46)

"ALLENTOWN JAIL" (2:42)

JO STAFFORD

Columbia 39389; 4-39389)

● A very promising ditty gets taken for a ride on the upper end by Jo Stafford. Jo does this ballad in a very slow and easy manner as the Norman Luboff Choir and Paul Weston's orchestra back her up. The second side has an interesting set of lyrics with a folk flavor. This is right for ops.

"SATINS AND LACE" (2:42)

"BLACK MARIA" (2:23)

OWEN BRADLEY

(Coral 60458)

● Owen Bradley and his quintet go to work on a tune with a Western feeling. Doing it in waltz time, the group has a fine vocal accompaniment from Don Estes and the Alcyone Beasley Choir. The lower half is a happy sounding instrumental in a subdued jumpy vein. Ops should find this ok.

"MY MARIETTE" (2:28)

"YOU BETTER STOP TELLIN' LIES ABOUT ME" (2:23)

CLIFF STEWARD

(Coral 60459)

● Some likely juke box material is sent our way on both ends of this platter. The first side is an Italian number in which Cliff and the San Francisco Boys sing out the lyrics in a lively style. On the lower end, they hit it up again with Ray Staunton's honky tonk piano standing out. These are right for ops.

"I GET IDEAS" (2:35)

"TAHITI, MY ISLAND" (3:19)

TONY MARTIN

(RCA Victor 20-4141; 47-4141)

● An old tango is given a new set of lyrics and turns into a good tune for Tony Martin. Doing it in a sultry manner, Tony has a wonderful accompaniment from Henri Rene and his orchestra. The lower half has a south sea island feeling and is pleasant to listen to. Ops should tune in the top deck.

"HOLIDAY FOR STRINGS" (2:17)

"FOOLS RUSH IN" (2:58)

VOICES OF WALTER SCHUMANN

(Capitol 1536; F-1536)

● Two fascinating sides comes our way on this disk. The chorus led by Walter Schumann gives out with terrific arrangements of two oldies which makes for wonderful listening. Both sides get a great big going over which gives them a lot of drama. Ops should do well with both these sides.

SLEEPER OF THE WEEK

"BECAUSE OF RAIN" (3:05)

"THE CHESAPEAKE AND OHIO" (2:39)

ELLA FITZGERALD

(Decca 27602; 9-27602)

ELLA FITZGERALD

● Ella Fitzgerald shows up with her most commercial side in years with a tune titled "Because Of Rain". Ella really sends this one flying and her interpretation of it is sure to zoom it into the hit class. Ops who take one listen will know what we mean. It's simply great. With Sy Oliver's orchestra providing a grand backing, Ella brings her unique phrasing to this ballad and highlights everything that's in it. On the other end, she has a novel train song with cute lyrics and again a backing from Sy Oliver. The top deck really gets a magnificent vocal from her. It's her most promising side in a long long while and ops who get it into their machines can be sure they're not making any mistake for this one is going to be listened to over and over again.

"TORTILLAS AND BEANS" (2:59)

"DYNAFLOW" (3:03)

STAN KENTON

(Capitol 1535; F-1535)

● The next best thing to a vaudeville act shows up here done by the Stan Kenton crew. Eddie Gomez and Ray Wetzel go through a Mexican act with jokes and all. The bottom half is in the Kenton tradition. It's an up beat ditty with a whirling instrumental. Ops will want to take a look.

"I LIKE THE WIDE OPEN SPACES" (2:20)

"OLD SOLDIERS NEVER DIE" (2:46)

JIMMY WAKELY

(Capitol 1534; F-1534)

● A current novelty with a lot of potential gets a good vocal here from Jimmy Wakely. Jimmy has a chorus to back him and Sid Feller does fine on the music. The second half is the present revival of an oldie which Jimmy does ok also. In the right spots, this should go fine.

"AND I WAS KISSING YOU" (2:25)

"THERE SHE WAS" (2:02)

PAUL NEIGHBORS

(Capitol 1537; F-1537)

● Paul Neighbors displays a good voice as he goes through a couple of novelties. On both ends he gets some help from his trio which provides a chorus. Giving out with two good sets of lyrics, Paul makes these sides worth hearing. Ops oughta do just that.

"MY INSPIRATION" (2:53)

"TAHITI, MY ISLAND" (2:49)

MACKLIN MORROW

(MGM 30369)

● Macklin Morrow turns out two listenable sides here. The top deck is a new ballad which gets a big orchestration and a chorus of many voices. The lower end is a south sea islandish sort of number which is soft and easy to take. Ops will do ok with this.

"THE ELKS' PARADE" (2:50)

"SHERWOOD'S FOREST" (2:50)

BOBBY SHERWOOD

(Capitol 1539; F-1539)

● Two terrific sides are offered on this platter by Bobby Sherwood. Both ends are instrumentals and both have a lot of good music to send our way. There's plenty of change of pace in them and some first rate solos. Ops in the right locations shouldn't miss them.

"MISTER AND MISSISSIPPI" (2:30)

"LONELY LITTLE ROBIN" (2:45)

REX ALLEN

(Mercury 5647; 5647x45)

● Rex Allen gets into the spirit of the thing as he belts out the folk type tune on the upper level. With Lew Douglas giving it a good backing, Rex makes this sound very attractive. The lower end is a cute little thing, very soft and pleasant. Ops might take a look.

"MISTER AND MISSISSIPPI" (2:47)

"I FALL IN LOVE WITH YOU EVERYDAY" (2:46)

JOHNNY DESMOND

(MGM 10974; K10974)

● A much recorded tune gets another fine interpretation here from Johnny Desmond. This side is complete with handclapping, choruses by the Ray Charles Singers and Tony Mattola's backing. Johnny has a novelty to work with on the bottom half and he does an equally good job. Ops will be interested in this.

"BY GEORGE" (2:54)

"IT ISN'T EASY" (2:59)

WOODY HERMAN

(MGM 10975)

● Woody Herman displays some good music on the top deck as he works over an interesting instrumental in a steady beat. The lower end is novelty on which Woody sings out the lyrics as the boys in the band back him up with a smooth musical setting. Ops might want to take a look.

"I'M A FOOL TO WANT YOU" (2:53)

"LOVE ME" (2:48)

BILLY ECKSTINE

(MGM 10982; K10982)

● Bill Eckstine has two more good sides here. The upper half is in tango rhythm and Billy gives out with a grand vocal as Russ Case and the orchestra back him up. The second side is a dramatic version in ultra slow style of an interesting ballad. Ops know Billy's drawing power.

"FAST FREIGHT" (2:50)

"HOOFBEAT SERENADE" (2:52)

TERRY GILKYSON

(Decca 27586; 9-27586)

● Terry Gilkyson has a driving number to work with on the top deck which he makes very exciting. With the help of a chorus and Lionel Breese's orchestra, Terry gives this one a great chance. The lower end is another western tune done in similar style. Ops should take a listen.

"GOODNIGHT" (2:54)

"STRANGE LITTLE GIRL" (2:58)

BILL BICKEL ORCH.

(MGM 10972; K10972)

● A ballad with a lot of potential is given a going over from Bill Bickel and his orchestra. Buzz Aston and the Martinaires comes up with the vocal and make it a very pleasant side. The lower end is a current western hit with lots of voices. Ops oughta take a peek.

Vic Damone

SINGING

"MY TRULY, TRULY FAIR"

BIGGEST JUKE BOX HIT OF THE CENTURY

COUPLED WITH **"MY LIFE'S DESIRE"**

MERCURY 5646 • 5646x45

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HIT RECORDS OF HIT TUNES

The Smash Hit from M-G-M's "The Great Caruso"

THE LOVELIEST NIGHT OF THE YEAR

MARIO LANZA .....RCA Victor
ANN BLYTH .....M-G-M
PERCY FAITH .....Columbia
ETHEL SMITH .....Decca
ANNE SHELTON .....London
HELEN O'CONNELL .....Capitol
FRED WARING and His Pennsylvanians.....Decca

Robbins

The New Novelty Sensation

THE LETTER (DEAR JOHN)

PHIL HARRIS-ALICE FAYE RCA Victor
TOMMY TUCKER .....M-G-M
LOU ELLA ROBERTSON.....Capitol

The Bright Novelty from M-G-M's "ROYAL WEDDING"

"THE LIAR SONG"

HOW COULD YOU BELIEVE ME WHEN I SAID I LOVE YOU
WHEN YOU KNOW I'VE BEEN A LIAR ALL MY LIFE

FRED ASTAIRE-JANE POWELL .....M-G-M
DANNY KAYE .....Decca
PHIL REED .....Dance-Tone

Feist

Top Ballad from M-G-M's "Royal Wedding"

TOO LATE NOW

JANE POWELL .....M-G-M
DINAH SHORE .....RCA Victor
TONI ARDEN .....Columbia
DICK HAYMES .....Decca
PHIL REED .....Dance-Tone
SKATIN' TOONS .....Skatin' Toons

The Big Oldie . . . Riding High Again

THE WANG WANG BLUES

THE AMES BROTHERS .....Coral
Watch For Others On The Way

Miller

The New Juke-Box Favorite

DIANE

TOMMY DORSEY .....Decca
More New Ones plus Great Re-releases

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending May 19.

Clarence Hamann
WJMR—New Orleans, La.

1. JEZEBEL *(Frankie Laine)*
2. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
3. TOO YOUNG *(King Cole)*
4. HOW HIGH THE MOON *(Les Paul)*
5. SOUND OFF *(Vaughn Monroe)*
6. UNLESS *(Lex Baxter)*
7. THESE THINGS I OFFER YOU *(S. Vaughan)*
8. I WON'T CRY ANYMORE *(Tony Bennett)*
9. BECAUSE OF RAIN *(King Cole)*
10. SONG OF DELILAH *(King Cole)*

Ted Steele
WMCA—New York, N. Y.

1. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*
2. SOUND OFF *(Vaughn Monroe)*
3. WHAT WILL I TELL MY HEART? *(E. Howard)*
4. I REMEMBER MAMA *(Andrews Sisters)*
5. I'LL NEVER KNOW WHY *(Hugo Winterhalter)*
6. 'CAUSE I LOVE YOU *(Dinah Shore)*
7. MAGGIE BLUES *(Whiting & Wakely)*
8. ON MOONLIGHT BAY *(Bing & Gary Crosby)*
9. MISTER AND MISSISSIPPI *(Tennessee Ernie)*
10. QUIZAS *(Bing Crosby)*

Bob Watson
WSB—Atlanta, Ga.

1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. MY RESISTANCE IS LOW *(Hoagy Carmichael)*
3. JOHNSON RAG *(Jerry Gray)*
4. WITH THESE HANDS *(Stafford-Nelson Eddy)*
5. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
6. COLUMBIA THE GEM OF THE OCEAN *(Ray Anthony)*
7. WHY CRY *(Lorry Raine)*
8. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*
9. LOVE IS THE REASON *(Lisa Kirk)*
10. TOO YOUNG *(Richard Hayes)*

Carl Caudill
WLEE—Richmond, Va.

1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. SOUND OFF *(Vaughn Monroe)*
3. ON TOP OF OLD SMOKEY *(Josh White)*
4. SPARROW IN THE TREETOP *(Guy Mitchell)*
5. TRAIL OF ACHIN' HEARTS *(Patti Page)*
6. SEPTEMBER SONG *(Stan Kenton)*
7. WOULD I LOVE YOU? *(Patti Page)*
8. BE MY LOVE *(Mario Lanza)*
9. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*
10. SENTIMENTAL MUSIC *(Bing Crosby)*

Jackson Lowe
WINX—Washington, D. C.

1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. TOO YOUNG *(Nat King Cole)*
3. SOUND OFF *(Vaughn Monroe)*
4. WOULD I LOVE YOU *(Patti Page)*
5. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*
6. JEZEBEL *(Frankie Laine)*
7. I APOLOGIZE *(Billy Eckstine)*
8. ROSE, ROSE, I LOVE YOU *(Buddy Morrow)*
9. ON TOP OF OLD SMOKEY *(The Weavers)*
10. IF *(Perry Como)*

Bob Corley
WQXI—Atlanto, Ga.

1. ON TOP OF OLD SMOKEY *(The Weavers)*
2. TOO YOUNG *(King Cole)*
3. LOVELIEST NIGHT OF THE YEAR *(Mario Lanzo)*
4. SYNCOPATED CLOCK *(Eileen Barton)*
5. UNLESS *(Guy Mitchell)*
6. ROSE, ROSE, I LOVE YOU *(Gordon Jenikns)*
7. EVER TRUE EVER MORE *(Guy Lombardo)*
8. IF *(Perry Como)*
9. WOULD I LOVE YOU *(Helen O'Connell)*
10. I WHISTLE A HAPPY TUNE *(Frank Sinatra)*

Bob Harris
WVNJ—Newark, N. J.

1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. ON TOP OF OLD SMOKEY *(The Weavers)*
3. IF *(Perry Como)*
4. WHEN YOU & I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
5. MR. & MISSISSIPPI *(Patti Page)*
6. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
7. TOO YOUNG *(Nat King Cole)*
8. SOMETHING WONDERFUL *(Doris Day)*
9. FAITHFULLY YOURS *(Tony Martin)*
10. PRETTY EYED BABY *(Billy Williams Quartet)*

Bob Larsen
WEMP—Milwaukee, Wis.

1. JEZEBEL *(Frankie Laine)*
2. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
3. TOO OUNG *(Nat King Cole)*
4. ROSE, ROSE, I LOVE YOU *(Buddy Morrows)*
5. UNLESS *(Guy Mitchell)*
6. ON TOP OF OLD SMOKEY *(The Weavers)*
7. WHEN YOU & I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
8. I LOVE THE WIDE OPEN SPACES *(Arthur Godfrey)*
9. SOUND OFF *(Vaughn Monroe)*
10. OLD SOLDIERS NEVER DIE *(Gene Autry)*

Maurice Hart
KFWB—Hollywood, Calif.

1. ALWAYS YOU *(Rex Allen)*
2. JEZEBEL *(Frankie Laine)*
3. MAGGIE BLUES *(Whiting-Wakely)*
4. OLD SOLDIERS NEVER DIE *(Herb Jeffries)*
5. IF *(Perry Como)*
6. MOCKIN' BIRD HILL *(Les Paul-Mary Ford)*
7. LET'S WALTZ *(Russ Morgan)*
8. ON TOP OF OLD SMOKEY *(The Weavers)*
9. BE MY LOVE *(Mario Lanza)*
10. I APOLOGIZE *(Billy Eckstine)*

Ira Cook
KECA—Hollywood, Calif.

1. MR. & MISSISSIPPI *(Dennis Day)*
2. ROSE, ROSE, I LOVE YOU *(Buddy Morrow)*
3. UNLESS *(Les Baxter)*
4. WE KISS IN A SHADOW *(Frank Sinatra)*
5. I'M LATE *(Modernaires)*
6. 'CAUSE I LOVE YOU *(Dinah Shore)*
7. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
8. A BEGGAR IN LOVE *(Guy Mitchell)*
9. SYNCOPATED CLOCK *(Percy Faith)*
10. MOONLIGHT BAY *(Bing Crosby)*

Howard Malcolm
WTRY—Albany, N. Y.

1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*
3. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
4. ON TOP OF OLD SMOKEY *(The Weavers)*
5. I APOLOGIZE *(Billy Eckstine)*
6. MOCKIN' BIRD HILL *(Patti Page)*
7. UNLESS *(Guy Mitchell)*
8. I LIKE THE WIDE OPEN SPACES *Laurie Anders-Arthur Godfrey)*
9. HELLO YOUNG LOVERS *(Bing Crosby)*
10. BE MY LOVE *(Mario Lanza)*

Brad Phillips
WINS—New York, N. Y.

1. TOO YOUNG *(Not King Cole)*
2. I APOLOGIZE *(Billy Eckstine)*
3. HELLO YOUNG LOVERS *(Perry Como)*
4. UNLESS *(Guy Mitchell)*
5. I HAVE NO HEART *(Eddie Fisher)*
6. MAMA *(Vic Damone)*
7. NO ONE BUT YOU *(Dick Haymes)*
8. ON MOONLIGHT BAY *(Bing & Gary Crosby)*
9. I'LL BUY YOU A STAR *(Alan Dale)*
10. PRETTY EYED BABY *(Frankie Laine)*

Ray Perkins
KFEL—Denver, Colo.

1. MOCKIN BIRD HILL *(Les Paul-Mary Ford)*
2. ON TOP OF OLD SMOKEY *(Vaughn Monroe)*
3. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
4. SOUND OFF *(Vaughn Monroe)*
5. BE MY LOVE *(Mario Lanza)*
6. TOO YOUNG *(Nat King Cole)*
7. SYNCOPATED CLOCK *(Fred Waring)*
8. SPARROW IN THE TREETOP *(Guy Mitchell)*
9. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
10. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*

Bill Silbert
WWJ—Detroit, Mich.

1. ON TOP OF OLD SMOKEY *(The Weavers)*
2. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
3. A BEGGAR IN LOVE *(Guy Mitchell)*
4. ROSE, ROSE I LOVE YOU *(Buddy Morrow)*
5. PRETTY EYED BABY *(F. Laine-J. Stafford)*
6. BECAUSE OF RAIN *(Nat King Cole)*
7. MY PRAYER *(Bill Farrell)*
8. UNLESS *(Eddie Fisher)*
9. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*
10. MISTER & MISSISSIPPI *(Patti Page)*

Don Bell
KRNT—Des Moines, Iowa

1. MOCKIN' BIRD HILL *(Les Paul-Mary Ford)*
2. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
3. ON TOP OF OLD SMOKEY *(The Weavers)*
4. BE MY LOVE *(Mario Lanza)*
5. WHEN YOU & I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
6. IF *(Perry Como)*
7. ON TOP OF OLD SMOKEY *(Vaughn Monroe)*
8. I APOLOGIZE *(Billy Eckstine)*
9. TOO YOUNG *(King Cole)*
10. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*

Cy Russell
WVCG—Coral Gobles, Fla.

1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. EVER TRUE EVER MORE *(Patti Page)*
3. JEZEBEL *(Frankie Laine)*
4. UNLESS *(Gordon Jenkins)*
5. MOONLIGHT BAY *(Bing & Gary Crosby)*
6. TOO YOUNG *(Nat King Cole)*
7. I APOLOGIZE *(Billy Eckstine)*
8. SPARROW IN THE TREETOP *(Guy Mitchell)*
9. MY PRAYER *(Ray Anthony)*
10. SYNCOPATED CLOCK *(Dave Rose)*

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below indicate preference with disk jockey radia audiences, compiled from reports furnished by leading disk jockeys throughout the natian, for the week ending May 19.

Ross Smitherman
WKAB—Mobile, Ala.
1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. WOULD I LOVE YOU *(Doris Day)*
3. ON TOP OF OLD SMOKEY *(The Weavers)*
4. MOCKIN' BIRD HILL *(Patti Page)*
S. ROSE, ROSE, I LOVE YOU *(Buddy Morrow)*
6. TOO YOUNG *(Nat King Cole)*
7. ACROSS THE WIDE MISSOURI *(Hugo Winterhalter)*
8. MOONLIGHT BAY *(Bing & Gary Crosby)*
9. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
10. SEPTEMBER SONG *(Stan Kenton)*

Rex Dale
WCKY—Cincinnati, Ohio
1. SOUND OFF *(Vaughn Monroe)*
2. JEZEBEL *(Frankie Laine)*
3. ROSE, ROSE, I LOVE YOU *(Buddy Morrow)*
4. PRETTY EYED BABY *(Al Trace)*
S. TOO YOUNG *(Nat King Cole)*
6. SEPTEMBER SONG *(Stan Kenton)*
7. MY ANGEL *(Elmo Tanner)*
8. WHY CRY *(Lorry Raine)*
9. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*
10. MY TRULY, TRULY FAIR *(Guy Mitchell)*

Stephen Paul
WLEE—Richmond, Va.
1. TOO YOUNG *(King Cole)*
2. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
3. MOCKIN' BIRD HILL *(Les Paul-Mary Ford)*
4. WE KISSED IN A SHADOW *(Dennis Day)*
S. JEZEBEL *(Frankie Laine)*
6. MY LOVE AND MY MULE *(Kay Brown)*
7. IF *(Perry Como)*
8. HOW HIGH THE MOON *(Les Paul)*
9. I LOVE YOU MUCH TOO MUCH *(Fran Warren)*
10. I'LL WAIT FOR YOU *(Ruth Brown)*

Ed Bonner
KXOK—St. Louis, Mo.
1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. ON TOP OF OLD SMOKEY *(Weavers)*
3. WOULD I LOVE YOU *(Patti Page)*
4. TOO YOUNG *(Nat King Cole)*
5. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
6. I APOLOGIZE *(Billy Eckstine)*
7. MOCKIN' BIRD HILL *(Patti Page)*
8. IF *(Perry Como)*
9. JOHNSON RAG *(Jerry Gray)*
10. BE MY LOVE *(Mario Lanza)*

Robin Seymour
WKMH—Detroit, Mich.
1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. ROSE, ROSE, I LOVE YOU *(Gordon Jenkins)*
3. TOO YOUNG *(Nat King Cole)*
4. ON TOP OF OLD SMOKEY *(The Weavers)*
5. MOCKIN' BIRD HILL *(Patti Page)*
6. JEZEBEL *(Frankie Laine)*
7. I APOLOGIZE *(Billy Eckstine)*
8. HOT CANARY *(Florian Zabach)*
9. SYNCOPATED CLOCK *(Boston Pops Orch.)*
10. SOUND OFF *(Vaughn Monroe)*

Bob Anthony
KRMG—Tulsa, Okla.
1. ON TOP OF OLD SMOKEY *(The Weavers)*
2. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
3. MOCKIN' BIRD HILL *(Les Paul-Mary Ford)*
4. SYNCOPATED CLOCK *(Leroy Anderson)*
S. HOT CANARY *(Paul Nero)*
6. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
7. WHEN YOU & I WERE YOUNG MAGGIE BLUES *(Whiting-Wakely)*
8. I APOLOGIZE *(Billy Eckstine)*
9. TOO YOUNG *(King Cole)*
10. WOULD I LOVE YOU *(Doris Day)*

John Wrisley
WFGM—Fitchburg, Mass.
1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. SOUND OFF *(Vaughn Monroe)*
3. MOCKIN' BIRD HILL *(Les Paul)*
4. JEZEBEL *(Frankie Laine)*
5. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*
6. WALTZ OF THE WIND *(Ruby Wright)*
7. ON TOP OF OLD SMOKEY *(Vaughn Monroe)*
8. TOO YOUNG *(Nat King Cole)*
9. DOWN THE TRAIL OF ACHIN' HEARTS *(Patti Page)*
10. I APOLOGIZE *(Billy Eckstine)*

Lee Stewart
WHAT—Philadelphia, Pa.
1. THAT OLD GANG OF MINE *(Ozie Waters)*
2. I LIKE THE WIDE OPEN SPACES *(Arthur Godfrey-Laurie Anders)*
3. KENTUCKY WALTZ *(Eddy Arnold)*
4. COLD, COLD HEART *(Hank Williams)*
5. PRETTY BABY *(Bill Darnel & The Pinetoppers)*
6. MOCKIN' BIRD HILL *(Les Paul-Mary Ford)*
7. DID YOU WRITE A LETTER TO YOUR SWEETHEART *(Jimmy Wakely)*
8. GOLD CAN BUY ANYTHING *(Gene Autry)*
9. YOU CAN'T TELL A LIE TO YOUR HEART *(Al Morgan)*
10. I LOVE YOU A THOUSAND WAYS *(Lefty Frizzel)*

David Walshak
KCTI—Gonzales, Tex.
1. ON TOP OF OLD SMOKEY *(Percy Faith)*
2. ABA DABA HONEYMOON *(Freddy Martin)*
3. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
4. MOCKIN' BIRD HILL *(Russ Morgan)*
S. I APOLOGIZE *(Billy Eckstine)*
6. SPARROW IN THE TREETOP *(Guy Mitchell)*
7. WOULD I LOVE YOU *(Jerry Gray)*
8. BECAUSE OF YOU *(Bob Crosby)*
9. UNLESS *(Bill Snyder)*
10. FAITHFUL *(Frank Sinatra)*

Roger Clark
WNOR—Norfolk, Va.
1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. SOUND OFF *(Vaughn Monroe)*
3. ROSE, ROSE, I LOVE YOU *(Buddy Morrow)*
4. JEZEBEL *(Frankie Laine)*
S. TOO YOUNG *(King Cole)*
6. PRETTY EYED BABY *(Jane Turzey)*
7. SEPTEMBER SONG *(Stan Kenton)*
8. WE KISSED IN A SHADOW *(Frank Sinatra)*
9. I'LL NEVER KNOW WHY *(Hugo Winterhalter)*
10. JOHNSON RAG *(Jerry Gray)*

Dick Coleman
WCBM—Baltimore, Md.
1. TOO YOUNG *(Nat King Cole)*
2. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
3. ON TOP OF OLD SMOKEY *(The Weavers)*
4. TOO LATE NOW *(Jane Powell)*
S. I APOLOGIZE *(Billy Eckstine)*
6. UNLESS *(Eddie Fisher)*
7. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
8. IF *(Perry Como)*
9. YOU ARE THE ONE *(Percy Faith)*
10. SHOTGUN BOOGIE *(Rosemary Clooney)*

Larry Gentile
WJBK—Detroit, Mich.
1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. ROSE, ROSE, I LOVE YOU *(Buddy Morrow)*
3. SOUND OFF *(Vaughn Monroe)*
4. BE MY LOVE *(Mario Lanza)*
S. TOO YOUNG *(Danny Vaughn)*
6. JEZEBEL *(Frankie Laine)*
7. ON TOP OF OLD SMOKEY *(The Weavers)*
8. IF *(Perry Como)*
9. EVER TRUE, EVER MORE *(Patti Page)*
10. I STILL FEEL THE SAME ABOUT YOU *(Rosemary Clooney)*

Don Larkin
WAAT—Newark, N. J.
1. RHUMBA BOOGIE *(Hank Snow)*
2. THERE'S BEEN A CHANGE IN ME *(Eddy Arnold)*
3. KENTUCKY WALTZ *(Eddy Arnold)*
4. STRANGE LITTLE GIRL *(Cowboy Copas)*
5. COLD, COLD, HEART *(Hank Williams)*
6. POISON LOVE *(Johnny & Jack)*
7. BLUEBIRD ISLAND *(Hank Snow)*
8. DOWN THE TRAIL OF ACHIN' HEARTS *(Patti Page)*
9. WHEN YOU & I WERE YOUNG MAGGIE BLUES *(Whiting-Wakely)*
10. I WANT TO BE WITH YOU ALWAYS *(Lefty Frizzell)*

Mort Nusbaum
WHAM—Rochester, N. Y.
1. TOO YOUNG *(King Cole)*
2. FAITHFULLY YOURS *(Tony Martin)*
3. OLD SOLDIERS NEVER DIE *(Vaughn Monroe)*
4. GOTTA FIND SOMEBODY TO LOVE *(Mindy Carson)*
S. ON TOP OF OLD SMOKEY *(Vaughn Monroe)*
6. NO ONE BUT YOU *(Dick Haymes)*
7. IF *(Perry Como)*
8. MY PRAYER *(Dick Haymes)*
9. JEZEBEL *(Frank Laine)*
10. WHEN YOU & I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*

Earle Pudney
WGY—Schenectady, N. Y.
1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. WHEN YOU & I WERE YOUNG MAGGIE BLUES *(Bing Crosby)*
3. I'LL NEVER KNOW WHY *(Hugo Winterhalter)*
4. TOO YOUNG *(Nat King Cole)*
S. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
6. MOCKIN' BIRD HILL *(Patti Page)*
7. JEZEBEL *(Frankie Laine)*
8. HOT CANARY *(Florian Zabach)*
9. BECAUSE OF YOU *(Tony Bennett)*
10. PRETTY EYED BABY *(J. Stafford & F. Laine)*

Dave Miller
WPAT—Paterson, N. J.
1. I DON'T WANT TO SET THE WORLD ON FIRE *(Gene Autry)*
2. EVERYBODY IS WELCOME IN THE HOUSE OF THE LORD *(Sunshine Boys)*
3. KENTUCKY WALTZ *(Eddy Arnold)*
4. DON'T EVEN CHANGE A PICTURE ON THE WALL *(Ozie Waters)*
S. HOBO BOOGIE *(Red Foley)*
6. A STAIN UPON MY HEART *(Rose Johnson)*
7. YOU CAN'T TELL A LIE TO YOUR HEART *(Al Morgan)*
8. YOU'RE FIXIN' TO BREAK MY HEART *(Tommy Sosebee)*
9. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
10. YOU DON'T KNOW WHAT LONESOME IS *(Sons of Pioneers-Perry Como)*

–here are present hits on Capitol

Order by number today from your local distributor.

	78	45
"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford	1451	F1451
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole	1449	F1449
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford	1373	F1373
"MR. AND MISSISSIPPI," "SHE'S MY BABY" Tennessee Ernie	1521	F1521
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG LONG DAY" Jimmy Wakely	1393	F1393
"SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton	1480	F1480

–buy these for comers!

"SONG OF DELILAH," "BECAUSE OF RAIN" Nat "King" Cole	1501	F1501
"BYE, BYE BLUES," "TOM'S TUNE" Joe "Fingers" Carr	1484	F1484
"COME BACK MY DARLING," "THEN YOU'VE NEVER BEEN BLUE" Kay Starr	1492	F1492
"GOOD NIGHT CINCINNATI" (AND GOOD MORNING TENNESSEE) Tex Williams	1540	F1540
"IT NEVER HAPPEN' TO ME" "HE'S ONLY WONDERFUL" Peggy Lee	1513	F1513
"MR. ANTHONY'S BLUES," "COOK'S TOUR" Ray Anthony	1502	F1502

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

MAY 26, 1951

New York, N. Y.

1. HOW HIGH THE MOON *(Les Paul & M. Ford)*
2. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
3. ON TOP OF OLD SMOKY *(The Weavers)*
4. IF *(Perry Como)*
5. SPARROW IN THE TREE TOP *(Guy Mitchell)*
6. I APOLOGIZE *(Billy Eckstine)*
7. TOO YOUNG *(Nat "King" Cole)*
8. BE MY LOVE *(Mario Lanza)*
9. WOULD I LOVE YOU? *(Patti Page)*
10. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*

Chicago, Ill.

1. HOW HIGH THE MOON *(Les Paul & M. Ford)*
2. ON TOP OF OLD SMOKY *(The Weavers)*
3. TOO YOUNG *(Nat "King" Cole)*
4. SPARROW IN THE TREE TOP *(Guy Mitchell)*
5. MOCKIN' BIRD HILL *(Patti Page)*
6. I APOLOGIZE *(Billy Eckstine)*
7. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
8. IF *(Perry Como)*
9. UNLESS *(Eddie Fisher)*
10. WOULD I LOVE YOU? *(Patti Page)*

Los Angeles, Cal.

1. ON TOP OF OLD SMOKY *(The Weavers)*
2. HOW HIGH THE MOON *(Les Paul & M. Ford)*
3. I APOLOGIZE *(Billy Eckstine)*
4. SPARROW IN THE TREE TOP *(Guy Mitchell)*
5. ACROSS THE WIDE MISSOURI *(Hugo Winterhalter)*
6. BE MY LOVE *(Mario Lanza)*
7. HELLO, YOUNG LOVERS *(Perry Como)*
8. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
9. NEVER BEEN KISSED *(Jerry Lewis)*
10. PRETTY EYED BABY *(F. Laine-Jo Stafford)*

Dallas, Tex.

1. HOW HIGH THE MOON *(Les Paul & M. Ford)*
2. SEPTEMBER SONG *(Walter Huston)*
3. SOUND OFF *(Vaughn Monroe)*
4. ALWAYS YOU *(Nat "King" Cole)*
5. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
6. I APOLOGIZE *(Billy Eckstine)*
7. HELLO, YOUNG LOVERS *(Perry Como)*
8. WIDE OPEN SPACES *(Jimmy Wakely)*
9. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
10. BE MY LOVE *(Mario Lanza)*

Little Rock, S. C.

1. ON TOP OF OLD SMOKY *(The Weavers)*
2. IF *(Perry Como)*
3. TOO YOUNG *(Nat "King" Cole)*
4. WHEN YOU AND I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
5. I APOLOGIZE *(Billy Eckstine)*
6. I'M YOURS TO COMMAND *(Billy Eckstine)*
7. CHEW TOBACCO RAG *(Lucky Millinder)*
8. OLD SOLDIERS NEVER DIE *(Red Foley)*
9. PRETTY EYED BABY *(Jane Turzey)*
10. JEZEBEL *(Frankie Laine)*

Berwyn, Ill.

1. HOW HIGH THE MOON *(Les Paul & M. Ford)*
2. ON TOP OF OLD SMOKY *(The Weavers)*
3. MOCKIN' BIRD HILL *(Patti Page)*
4. UNLESS *(Eddie Fisher)*
5. HOT CANARY *(Florian Zabach)*
6. JEZEBEL *(Frankie Laine)*
7. SOUND OFF *(Vaughn Monroe)*
8. NEVER BEEN KISSED *(Freddy Martin)*
9. WHEN YOU AND I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
10. I LIKE THE WIDE OPEN SPACES *(A. Godfrey)*

Malta, Mont.

1. MOCKIN' BIRD HILL *(Pinetoppers)*
2. ABA DABA HONEYMOON *(Kallen-Hayes)*
3. ON TOP OF OLD SMOKY *(The Weavers)*
4. BEAUTIFUL BROWN EYES *(Jimmy Wakely)*
5. HOW HIGH THE MOON *(Les Paul & M. Ford)*
6. SPARROW IN THE TREE TOP *(Crosby-Andrews Sisters)*
7. IF *(Guy Lombardo)*
8. SO LONG *(The Weavers)*
9. GET OUT THOSE OLD RECORDS *(Guy Lombardo)*
10. MOONLIGHT BAY *(Bing & Gary Crosby)*

Fertile, Minn.

1. MOCKIN' BIRD HILL *(Pinetoppers)*
2. ON TOP OF OLD SMOKY *(The Weavers)*
3. SPARROW IN THE TREE TOP *(Art Mooney)*
4. HOW HIGH THE MOON *(Les Paul & M. Ford)*
5. SO LONG *(The Weavers)*
6. STARDUST *(Artie Shaw)*
7. BEGIN THE BEGUINE *(Artie Shaw)*
8. IF *(Perry Como)*
9. SUNRISE SERENADE *(Glenn Miller)*
10. BE MY LOVE *(Mario Lanza)*

Andalusia, Ala.

1. SPARROW IN THE TREE TOP *(Crosby-Andrews Sisters)*
2. ON TOP OF OLD SMOKY *(The Weavers)*
3. HOW HIGH THE MOON *(Les Paul & M. Ford)*
4. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
5. WHEN YOU AND I WERE YOUNG MAGGIE BLUES *(Wakely-Whiting)*
6. BEAUTIFUL BROWN EYES *(Jimmy Wakely)*
7. EVER TRUE, EVER MORE *(Guy Lombardo)*
8. UNLESS *(Eddie Fisher)*
9. IF *(Perry Como)*
10. ABA DABA HONEYMOON *(Reynolds-Carpenter)*

Brodhead, Wis.

1. ON TOP OF OLD SMOKY *(The Weavers)*
2. HOW HIGH THE MOON *(Les Paul & M. Ford)*
3. WHEN YOU AND I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
4. DOWN IN NASHVILLE, TENNESSEE *(Dinah Shore)*
5. SOUND OFF *(Vaughn Monroe)*
6. NEVER BEEN KISSED *(Freddy Martin)*
7. MOONLIGHT BAY *(Bing & Gary Crosby)*
8. TOO YOUNG *(Nat "King" Cole)*
9. PRETTY EYED BABY *(Jane Turzey)*
10. UNLESS *(Guy Mitchell)*

Fayetteville, Ark.

1. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
2. HOW HIGH THE MOON *(Les Paul & M. Ford)*
3. MAGGIE BLUES *(Bing & Gary Crosby)*
4. IF *(Perry Como)*
5. I APOLOGIZE *(Billy Eckstine)*
6. WOULD I LOVE YOU? *(Patti Page)*
7. ABA DABA HONEYMOON *(Hoagy Carmichael)*
8. DOWN THE TRAIL OF ACHIN' HEARTS *(Patti Page)*
9. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
10. TOO YOUNG *(Nat "King" Cole)*

Shoals, Ind.

1. IF *(Perry Como)*
2. HOW HIGH THE MOON *(Les Paul & M. Ford)*
3. ABA DABA HONEYMOON *(Reynolds-Carpenter)*
4. MOCKIN' BIRD HILL *(Patti Page)*
5. SPARROW IN THE TREE TOP *(Crosby & Andrews Sisters)*
6. ON TOP OF OLD SMOKY *(The Weavers)*
7. DOWN THE TRAIL OF ACHIN' HEARTS *(Patti Page)*
8. SO LONG *(The Weavers)*
9. MY HEART CRIES FOR YOU *(Guy Mitchell)*
10. TENNESSEE WALTZ *(Patti Page)*

Tulsa, Okla.

1. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
2. IF *(Perry Como)*
3. BE MY LOVE *(Mario Lanza)*
4. HOW HIGH THE MOON *(Les Paul & M. Ford)*
5. ABA DABA HONEYMOON *(Reynolds-Carpenter)*
6. SPARROW IN THE TREE TOP *(Guy Mitchell)*
7. YOU'RE JUST IN LOVE *(Perry Como)*
8. ACROSS THE WIDE MISSOURI *(Hugo Winterhalter)*
9. ON TOP OF OLD SMOKY *(The Weavers)*
10. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*

Miami, Fla.

1. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
2. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
3. ON TOP OF OLD SMOKY *(Weavers)*
4. IF *(Perry Como)*
5. BE MY LOVE *(Mario Lanza)*
6. WOULD I LOVE YOU *(Patti Page)*
7. SPARROW IN THE TREE TOP *(Guy Mitchell)*
8. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
9. I APOLOGIZE *(Billy Eckstine)*
10. ABA DABA HONEYMOON *(Reynolds-Carpenter)*

Indianapolis, Ind.

1. HOW HIGH THE MOON *(Les Paul & M. Ford)*
2. ON TOP OF OLD SMOKY *(The Weavers)*
3. MOCKIN' BIRD HILL *(Patti Page)*
4. SPARROW IN THE TREE TOP *(Guy Mitchell)*
5. I APOLOGIZE *(Billy Eckstine)*
6. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
7. TOO YOUNG *(Nat "King" Cole)*
8. IF *(Perry Como)*
9. WOULD I LOVE YOU? *(Patti Page)*
10. ABA DABA HONEYMOON *(Reynolds-Carpenter)*

Seattle, Wash.

1. HOW HIGH THE MOON *(Les Paul & M. Ford)*
2. SPARROW IN THE TREE TOP *(Guy Mitchell)*
3. ON TOP OF OLD SMOKY *(The Weavers)*
4. THE LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
5. YOU'RE JUST IN LOVE *(Perry Como)*
6. I APOLOGIZE *(Billy Eckstine)*
7. BE MY LOVE *(Mario Lanza)*
8. IF *(Perry Como)*
9. ABA DABA HONEYMOON *(Reynolds-Carpenter)*
10. A PENNY A KISS *(Shore-Martin)*

San Francisco, Cal.

1. MOCKIN' BIRD HILL *(Patti Page)*
2. IF *(Perry Como)*
3. ABA DABA HONEYMOON *(Reynolds—Carpenter)*
4. MY HEART CRIES FOR YOU *(Guy Mitchell)*
5. SPARROW IN THE TREE TOP *(Crosby & Andrews Sisters)*
6. ON TOP OF OLD SMOKY *(Weavers)*
7. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
8. A PENNY A KISS *(Shore-Martin)*
9. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
10. DOWN THE TRAIL OF ACHIN' HEARTS *(Patti Page)*

Portland, Ore.

1. IF *(Perry Como)*
2. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
3. BE MY LOVE *(Mario Lanza)*
4. WOULD I LOVE YOU? *(Patti Page)*
5. MY HEART CRIES FOR YOU *(Guy Mitchell)*
6. TENNESSEE WALTZ *(Patti Page)*
7. YOU'RE JUST IN LOVE *(Perry Como)*
8. ABA DABA HONEYMOON *(Kitty Kallen)*
9. IT IS NO SECRET *(Jo Stafford)*
10. SPARROW IN THE TREE TOP *(Crosby & Andrews Sisters)*

Cincinnati, Ohio

1. ON TOP OF OLD SMOKY *(Weavers)*
2. BE MY LOVE *(Mario Lanza)*
3. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
4. I APOLOGIZE *(Billy Eckstine)*
5. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
6. SPARROW IN THE TREE TOP *(Guy Mitchell)*
7. WHEN YOU AND I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
8. HELLO YOUNG LOVERS *(Perry Como)*
9. NEVER BEEN KISSED *(Jerry Lewis)*
10. QUIZAS, QUIZAS, QUIZAS *(Bing Crosby)*

Baltimore, Md.

1. MOCKIN' BIRD HILL *(Patti Page)*
2. IF *(Perry Como)*
3. ON TOP OF OLD SMOKY *(The Weavers)*
4. WOULD I LOVE YOU? *(Patti Page)*
5. SYNCOPATED CLOCK *(Leroy Anderson)*
6. I APOLOGIZE *(Don Cherry)*
7. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
8. ABA DABA HONEYMOON *(Reynolds-Carpenter)*
9. BE MY LOVE *(Mario Lanza)*
10. TOO YOUNG *(Nat "King" Cole)*

Denver, Colo.

1. IF *(Perry Como)*
2. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
3. BE MY LOVE *(Mario Lanza)*
4. WOULD I LOVE YOU *(Patti Page)*
5. ABA DABA HONEYMOON *(Reynolds-Carpenter)*
6. MY HEART CRIES FOR YOU *(Guy Mitchell)*
7. SPARROW IN THE TREE TOP *(Guy Mitchell)*
8. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
9. TENNESSEE WALTZ *(Patti Page)*
10. YOU'RE JUST IN LOVE *(Perry Coma)*

Detroit, Mich.

1. ON TOP OF OLD SMOKY *(The Weavers)*
2. MOCKIN' BIRD HILL *(Patti Page)*
3. ABA DABA HONEYMOON *(Reynolds-Carpenter)*
4. SPARROW IN THE TREE TOP *(Guy Mitchell)*
5. WOULD I LOVE YOU? *(Patti Page)*
6. BEAUTIFUL BROWN EYES *(Rsoemary Clooney)*
7. IF *(Perry Como)*
8. HOW HIGH THE MOON *(Les Paul & M. Ford)*
9. I APOLOGIZE *(Billy Eckstine)*
10. BE MY LOVE *(Mario Lanza)*

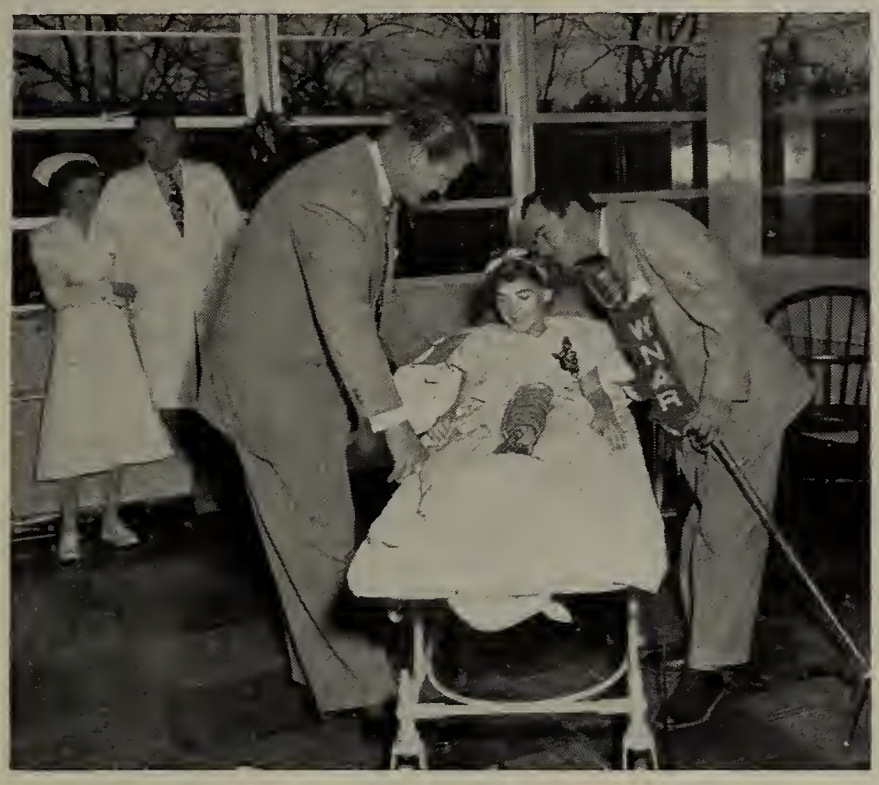
Spokane, Wash.

1. HOW HIGH THE MOON *(Les Paul & M. Ford)*
2. ON TOP OF OLD SMOKY *(The Weavers)*
3. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
4. IF *(Perry Como)*
5. SPARROW IN THE TREE TOP *(Guy Mitchell)*
6. BE MY LOVE *(Mario Lanza)*
7. WOULD I LOVE YOU? *(Patti Page)*
8. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
9. I APOLOGIZE *(Billy Eckstine)*
10. TOO YOUNG *(Nat "King" Cole)*

Albuquerque, N. M.

1. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
2. ON TOP OF OLD SMOKY *(Weavers)*
3. MOCKIN' BIRD HILL *(Patti Page)*
4. SPARROW IN THE TREE TOP *(Guy Mitchell)*
5. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*
6. I APOLOGIZE *(Billy Eckstine)*
7. WOULD I LOVE YOU *(Patti Page)*
8. IF *(Perry Como)*
9. ABA DABA HONEYMOON *(Reynolds-Carpenter)*
10. TOO YOUNG *(Nat "King" Cole)*

Shut In But Not Shut Out



MORRISTOWN, PA.—Art Lund (left) MGM Records star, let the kids in the Polio Ward of the Montgomery Hospital in Morristown, Pa., know they weren't being neglected in the way of entertainment last week when he and disk jockey Buddy Brode visited on-the-air with one of the teen-aged patients. Later Art sang for the rest of the kids, giving them a "live" rendition of his latest waxing, "From Wizzleton To Wuzzleton."

Capitol Inks Pact With Bob Crosby; Firm To Strengthen N. Y. Office

NEW YORK — Glenn Wallichs, president of Capitol Records, announced this week the signing of Bob Crosby to the label.

Wallichs, who arrived in New York for a month's stay to visit the branches and dealers and also to see the shows—especially "Flahooley," the album of which Capitol intends to put out, said he was delighted with his company's acquisition of Crosby. He revealed that Crosby would be featured not only as a singer and bandleader, but also in several other ways that would surprise record buyers and the profession alike. One plan was to team him with his four children. A fifth, Crosby said is expected by Mrs. June Crosby in September.

Crosby, a top flight attraction on records, radio and in theaters for more than a decade, was under contract to Coral before he secured his release. His first records will be made next week.

Wallichs revealed also that he intends to strengthen the New York office of Capitol to the point where the diskery will be as dominant in the east as it is in Los Angeles.

The new set up in the New York office will be as follows: A & R will be handled by Dave Cavanaugh and Sid Feller. All public relations and matters in that field will be handled by Dick Linke, whose department is expected to be augmented considerably. Functions such as labor relations, etc., will be supervised by the firm's lawyers.

Georgia Gibbs To Europe

NEW YORK—Georgia Gibbs will leave for Europe early in June. She will go first to Paris and then to London where she opens for a two week engagement at the Colony Club on July 2. From there she will return to this country. Georgia recently signed a contract with Mercury Records which has just released her first disk on the label, "Tom's Tune" backed with "I Wish, I Wish."

Victor Accelerates R & B Program; Miller Added As Sales Manager

NEW YORK—Slowly, since the first of the year, RCA Victor has been building up its Rhythm and Blues department with the aim of marketing this type of disk in the same proportion as its popular, folk and classical records.

Steve Sholes, Director of A & R for both Folk and Western and R & B is giving special accent to the blues field with the help of Al Miller, former King Records sales manager who has been added in a similar capacity to Victor's R & B Department. Miller's vast experience in this field is expected to give Victor's efforts a great push.

The results so far have been very fruitful with several R & B records already in the best seller class in various parts of the country. In New York, "Cool Water" by the Four Tunes has made The Cash Box Top Ten listings, with Bruno, the New York distributor for Victor, out of stock on this number for a week. "Why Did You Go" by John Greer is a best seller in Boston, Washington and Philadelphia. The new Hot Lips Page number "Strike While The Iron Is Hot" is getting excellent reaction in Birmingham, Charlotte and Boston.

Letters from many Victor distributors have been coming in expressing their desire to cooperate. In fact Bruno in New York intends to put on a special man to contact the Harlem ops and dealers early in June.

Special promotion deals are being worked out elsewhere with Al Miller on an extended trip to Chicago, Detroit, Cincinnati, Louisville and West Virginia to visit with distribs.

Columbia Releases "Tree Grows In Brooklyn" Album

Columbia Records' album of "A Tree Grows In Brooklyn" with the original Broadway cast, co-starring Shirley Booth and Johnny Johnston, was released this week.

The hit musical, adapted from Betty Smith's novel, is embellished with a score by Arthur Schwartz and lyrics by Dorothy Fields. One of the best-selling novels of all time, "A Tree Grows In Brooklyn" is produced on the Broadway stage by George Abbott and for Columbia Records by Goddard Lieberson, Executive Vice President of the company.

Heard in the Columbia recording are such show-stoppers as "Love Is The Reason," "I'll Buy You A Star" and "Make The Man Love Me."

Decline Of The Waltzes

NEW YORK—Regional waltzes are fading out of the pop picture according to the list of top 40 best selling disks in The Cash Box this week. Number 36 is "Shenendoah Waltz," 37 "Tennessee Waltz" and 38 "Kentucky Waltz." "The Tennessee Waltz" was number one for a great many weeks and the other tunes which came along attaching a part of the country to a waltz also achieved some success. Their bunching together at the bottom of the list seems to indicate the end of the cycle.

Wendell Into Advertising

CLEVELAND, OHIO—Bud Wendell, disk jockey on WJMO, announced this week that in addition to his regular broadcasting schedule, record promotion and artist publicity activities, he will now be serving in the fields of general advertising, radio and television production. This will be accomplished with his joining Advertising Associates, Inc., in this city.

Standard Songs are MONEY MAKERS!

"THE GAUCHO SERENADE"

Recorded by

DAVID ROSE—M-G-M

BILLY WILLIAMS QUARTET —M-G-M

Pub. by: REMICK MUSIC CORP.

MUSIC PUBLISHERS HOLDING CORP.

NEW YORK, N. Y.

VAUGHN MONROE'S BIG RECORD HIT

"SOUND OFF"

("DUCKWORTH CHANT")

SHAPIRO, BERNSTEIN & Co. Inc.

MUSIC PUBLISHERS NEW YORK

1270 SIXTH AVENUE NEW YORK 20 N.Y.

TERRIFIC NOVELTY — NATURAL FOR JUKE BOXES!

"THE BARTENDER WALTZ"

Backed with

"YOU'RE NEVER TOO 'BIG' FOR A 'LITTLE' HELLO"

Recorded by

WAGER and CARROLL with THE JOHNNY DEE TRIO

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ORDER THRU YOUR DISTRIBUTOR—or DIRECT FROM

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JUBILEE RECORD Hits
It's a HIT!
THE ORIOLES
new smash
"WHEN YOU'RE A LONG LONG WAY FROM HOME"
"WOULD I LOVE YOU"
JUBILEE # 5057
JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

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SIR CHAS. THOMPSON—LAP 103
CY WALTERS—LAP 100
HARRY HORLICK—LAP 500
All 10 inch LP's retail at $3.00
APOLLO RECORDS, INC.
457 W. 45 St. N. Y.

A TRULY GREAT SONG!
TOO YOUNG
JEFFERSON MUSIC CO., INC.
1619 Broadway New York 19, N. Y

Sweet Job

NEW YORK — Evelyn Knight's new Decca release of "The Lollipop Tree" got a sweet promotion job last week when nine windows of Child's restaurants in the metropolitan area displayed the above posters and plastic trees filled with lollipops. Another push was given to the tune when Elle Kofler, who handles Evelyn Knight's disk promotion, delivered 150 bags of lollipops to disk jockeys and members of the trade press.

BHS Distributing Formed For Metropolitan Area

NEW YORK—Sam and Hy Weiss have formed a new distributing firm, BHS Distributing, to handle lines in the metropolitan area. At present they have the Apollo, J.R., Colonial, Rival and Trumpet lines.

Sam Weiss was formerly with Runyon Sales and Modern and Pan American in Jacksonville, Florida. Hy Weiss was most recently with Cosnat Distributing.

NEWS that's UP-TO-THE-MINUTE
REVIEWS of the LATEST RECORDS
CHARTS compiled EVERY WEEK
ADS from LEADING RECORD FIRMS,
ARTISTS and PUBLISHERS
Every Week In
THE CASH BOX
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Individual's Name .....

HOT

in HARLEM | on CHICAGO'S South Side | in NEW ORLEANS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

	in HARLEM	on CHICAGO'S South Side	in NEW ORLEANS
1	HOW HIGH THE MOON *Les Paul & Mary Ford* *(Capitol 1451)*	HOW HIGH THE MOON *Les Paul & Mary Ford* *(Capitol 1451)*	DO SOMETHING FOR ME *Dominoes* *(Federal)*
2	TOO YOUNG *Nat "King" Cole* *(Capitol 1449)*	I APOLOGIZE *Billy Eckstine* *(MGM 10903)*	ROCKET 88 *Jackie Brenston* *(Chess 1458)*
3	I APOLOGIZE *Billy Eckstine* *(MGM 10903)*	ROCKET 88 *Jackie Brenston* *(Chess 1458)*	TOO YOUNG *Nat "King" Cole* *(Capitol 1449)*
4	SIXTY MINUTE MAN *Dominoes* *(Federal 12022)*	BLACK NIGHT *Charles Brown* *(Aladdin 3076)*	CHICA BOO *Lloyd Glenn* *(Swingtime)*
5	PLEASE SEND ME SOMEONE TO LOVE *Percy Mayfield* *(Specialty 375)*	WHAT WILL I TELL MY HEART? *Al Hibbler* *(Chess 1445)*	BLUE AND LONESOME *King Perry* *(Specialty)*
6	I'LL WAIT FOR YOU *Ruth Brown* *(Atlantic)*	DO SOMETHING FOR ME *Dominoes* *(Federal)*	BABY, LET ME HOLD YOUR HAND *Ray Charles* *(Swingtime 250)*
	I WON'T CRY ANYMORE *Dinah Washington* *(Mercury 8211)*	DON'T TAKE YOUR LOVE AWAY FROM ME *Laurie Tate & Joe Morris* *(Atlantic 923)*	DON'T YOU LIE TO ME *Fats Domino* *(Imperial)*
8	BLACK NIGHT *Charles Brown* *(Aladdin 3076)*	KOREA BLUES *Bayou Boys* *(Chess 1449)*	KEEP YOUR HANDS ON YOUR HEART *Billy Wright* *(Savoy)*
9	COOL WATER *Four Tunes* *(RCA Victor 20-3967)*	CHICA BOO *Lloyd Glenn* *(Swingtime)*	STACKED DECK *Billy Wright* *(Savoy)*
10	ROCK LITTLE DADDY *Freddie Mitchell* *(Derby)*	TOO YOUNG *King Cole* *(Capitol 1449)*	WEAK MINDED BLUES *Louis Jordan* *(Decca 27547)*

HOT

in DALLAS | in LOS ANGELES | in OTHER CITIES

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

	DALLAS	LOS ANGELES	OTHER CITIES
1	KOREA BLUES *Bayou Boys* *(Chess 1449)*	CHICA-BOO *Lloyd Glenn* *(Swingtime)*	ANDALUSIA, ALA. 1. Black Night (Charles Brown) 2. Sadie Green (Margie Day) 3. Rocket 88 (Jackie Brenston) 4. One Sweet Letter (Joe Liggins) 5. Money Blues (Camilla Howard) 6. Jumping The Boogie (Piano Red) 7. Chew Tobacco Rag (Lucky Millinder) 8. The Numbers Blues (Roy Milton) 9. Back Home Blues (Lowell Fulson) 10. Red's Boogie (Piano Red)
2	ROCKET 88 *Jackie Brenston* *(Chess 1458)*	I'D RATHER DRINK MUDDY WATER *Grant Jones* *(Decca)*	ATLANTA, GA. 1. Rocket 88 (Jackie Brenston) 2. Baby, Let Me Hold Your Hand (Ray Charles) 3. Tears, Tears, Tears (Amos Milburn) 4. Rockin' & Rollin' (Little Son Jackson) 5. I Feel Like A Million (Joe Hill Louis) 6. Stacked Deck (Billy Wright) 7. I Live My Life (Gatemouth Brown) 8. Nightless Lover (Percy Mayfield) 9. That's All Right (Jimmy Rogers) 10. Chica Boo (Lloyd Glenn)
3	TEND TO YOUR BUSINESS *James Wayne* *(Sittin' In)*	ROCKET 88 *Jackie Brenston* *(Chess)*	RICHMOND, VA. 1. Rocket 88 (Jackie Brenston) 2. How High The Moon (Les Paul & Mary Ford) 3. Tend To Your Business (James Wayne) 4. Hopefully Yours (The Larks) 5. Money Blues (Camilla Howard) 6. I Will Wait (Four Buddies) 7. Gee Baby (Johnny Otis) 8. Nothing Seems Right (R. B. Stidham) 9. One Sweet Letter (Joe Liggins) 10. All That Wine Is Gone (Jay McNeeley)
4	ROCKING & ROLLING *Little Son Jackson* *(Imperial)*	TENNESSEE WALTZ BLUES *Stick McGhee* *(Atlantic)*	KANSAS CITY, KANS. 1. Tennessee Waltz Blues (Stick McGhee) 2. How High The Moon (Les Paul & Mary Ford) 3. Black Night (Charles Brown) 4. I Apologize (Billy Eckstine) 5. Rocket 88 (Jackie Brenston) 6. My Love, My Desire (Joe Morris) 7. Money Blues (Camilla Howard) 8. It's Later Than You Think (Roy Milton) 9. Tend To Your Business (James Wayne) 10. What Will I Tell My Heart? (Al Hibbler)
5	THE WORLD'S IN A TANGLE *Jimmy Rogers* *(Chess)*	ALL THAT WINE IS GONE *Big Jay McNeeley* *(Imperial)*	OAKLAND, CAL. 1. Sixty Minute Man (Dominoes) 2. How High The Moon (Les Paul & Mary Ford) 3. Roscoe's Boogie (Roscoe Gordon) 4. Weak Minded Woman Blues (Louis Jordan) 5. Tremblin' (Wynonie Harris) 6. Double Trouble Blues (Lowell Fulson) 7. I'm Waiting Just For You (Lucky Millinder) 8. You're The Sweetest Thing (Roy Hawkins) 9. Gee Baby (Johnny Otis) 10. Tennessee Waltz Blues (Stick McGhee)
6	NUMBERS BLUES *Roy Milton* *(Specialty 403)*	I APOLOGIZE *Billy Eckstine* *(MGM)*	
7	LOST LOVE *Percy Mayfield* *(Specialty 390)*	WHAT WILL I TELL MY HEART *Al Hibbler* *(Chess)*	
8	BABY, LET ME HOLD YOUR HAND *Ray Charles* *(Swingtime 250)*	DON'T YOU KNOW I LOVE YOU? *The Clovers* *(Atlantic)*	
9	DON'T TAKE YOUR LOVE AWAY FROM ME *Laurie Tate & Joe Morris* *(Atlantic 923)*	BLACK NIGHT *Charles Brown* *(Aladdin)*	
10	LONG DISTANCE CALL *Muddy Waters* *(Chess)*	PRETTY EYED BABY *Frankie Laine-Jo Stafford* *(Columbia)*	

Hurok Plan To Raise Funds For Musical Organizations Rejected

NEW YORK—Sol Hurok's plan to raise funds to support musical organizations through a voluntary one cent tax on single disks and five cents on albums seemed doomed to failure last week as the reaction from company heads was for the most part non-committal. Frank Folsom, president of RCA Victor, moreover, said he was strongly opposed to the plan and it was agreed that the opposition of such a firm as Victor would make the imposition of the tax extremely unlikely.

Folsom said he had rejected the plan because so many bites were now being taken out of the record industry—such as the 5% cut for the musician's union welfare fund—that soon there would be no bites left.

Other obstacles to the plan were the fact that government approval would have to be obtained in any further increase in record prices and the expected opposition from dealers to the new bookkeeping expenses.

Hurok claimed that the money raised by such a program as he proposed would help the longhair field avoid government subsidies.

House Committee Votes Increase In Disk Tax

WASHINGTON, D.C.—The House Ways and Means Committee last week approved an increase in excise taxes that would have a direct bearing on the price of phonograph records.

The committee recommended that the tax on radios, television receivers, phonographs, musical instruments and records be raised from the present 10% to 15% in order to bring in an additional $55,000,000.

The Treasury Department had asked an increase to 25%.

Pinky Roller Starts Own Disk Promotion Firm

NEW YORK—Pinky Roller announced this week that he had started his own disk promotion firm with offices on 57th Street in New York.

Roller who was most recently with Cosnat Distributing will retain that firm as a client. He also will act as disk promotion man for the Bernie Mann band which is now playing at the Arcadia ballroom.

Negotiations are in progress, Roller said, with several other music people and he expects to make known further additions to his roster soon.

HOTTEST NUMBER IN THE NATION!

"DOLPHIN STREET BOOGIE"

Backed by

"POINCIANA"

RIH 151

Red Callender and His Sextet

"THE CASH BOX" AWARD O' THE WEEK

"Jimmy Grissom strikes gold again with "Once In Love Blues". No op oughta pass this one up. It's money in the bank for ops."

HOTTER THAN HOT!!

Jimmy Grissom's

"ONCE IN LOVE BLUES"

RIH 149

Errol Garner's "LOTUS BLUE"

Backed by

"SIX P. M."

RIH 110

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Music With A Drape

LOS ANGELES — And now it's music with a full drape, as witness songwriter Joe Green's well tailored tribute to Irving "King of Style" Berman, local clothier. Berman sits in on the bull fiddle while bandleader Red Callender and the very vocal Scat Man Crothers run over the tune, which will soon appear on the Mesner Bros.' Intro label as "King Berman's Stomp." (Just out of camera range, and sporting a Berman TV d-j special is Leo Simon, West Coast rep for The Cash Box).

FOR LONG GREEN
Feature
"SADIE GREEN"
and "ONE STEADY BABY"
by
MARGIE DAY & GRIFFIN BROS.
Dot Record # 1041
Dot RECORDS, Inc.
GALLATIN, TENN. Tel. Gallatin 880

"RIDIN' THE BOOGIE"
by Lou Sargent
FLIP SIDE
"SHE REALLY TREATS ME WRONG"
NEW Chess SENSATION!
ADD IT TO EVERY BOX WHERE YOU NOW HAVE
"ROCKET 88"
THE RECORD THAT'S No. 1 EVERYWHERE
CHESS RECORDS
5249 Cottage Grove Ave.
Chicago, Illinois
(Tel: MUseum 4-1322)

THE CASH BOX Jazz 'n Blues Reviews

★AWARD O' THE WEEK★

"DON'T YOU KNOW I LOVE YOU?" (3:10)
"SKYLARK" (2:42)

THE CLOVERS
(Atlantic 934)

THE CLOVERS

● A new vocal group, the Clovers, turn out two sides here which immediately send the group into the hit class. Labeled "Don't You Know I Love You", the upper half is bound to attract a lot of attention because of the treatment that the boys give it. Sending home the somewhat repetitious lyrics in slow steady style, they achieve some fine harmony besides coming up with an excellent backing and an outstanding sax performance. The lower end equals the first as the boys take off on the oldie "Skylark". Done in similar style, this end has a warmth which could land the tune back in the best selling class. Ops who want some first rate juke box material, have it here.

"REAL UGLY WOMAN" (2:46)
"GIVE MY HEART ANOTHER BREAK" (2:53)

JIMMY WITHERSPOON
(Modern 20-821)

● Jimmey Witherspoon is back at it again with two wild sides. Both ends are slow blues numbers which Jimmy pounds out in tortured broken style and it certainly makes for fascinating listening. Ops won't want to pass this up.

"MY BABY'S GONE" (2:25)
"HOO DOO" (2:57)

RED MACK
(Mercury 8224)

● Combining a terrific trumpet and vocal, Red Mack displays his wares on this platter. Both sides are slow blues numbers which are highlighted by the combination of excellent vocal and trumpet. This one will do fine in the machines.

"YOU CAN DEPEND ON ME" (2:40)
"IF YOU SHOULD EVER LEAVE ME" (2:33)

RAY-O-VACS
(Decca 48211)

● The Ray-O-Vacs have a couple more of their top notch offerings on this platter. Lester Harris does the vocal on either side in his husky way as the group provides an unusual backing for these ballads. This is definitely worth an op's while.

"NIGHT FALL" (2:42)
"GOOD DADDY" (2:38)

MAURICE KING
(Columbia 39330)

● Maurice King shows what he has to give on this disk. The upper half is an instrumental with some excellent sax work while the second side is a blues number with Bea Baker on the vocal as the band comes through with a terrific setting. Ops oughta tune in.

"THAT WAS THE LAST MISTAKE" (2:57)
"LONESOME LOVER BLUES" (2:45)

AL JACKSON
(Coral 65052; 9-65052)

● Al Jackson knows what to do with a song. On both ends of this platter, he takes the tunes for a ride that's really something. The top deck is a novelty which he belts out while the second side is a jivy item done equally well. This is an artist to watch.

"B. O. PLENTY'S RETURN" (2:45)
"BLUE JEANS" (2:53)

MORRIS LANE
(Apollo 808)

● A couple of instrumentals are offered here by Morris Lane. Both sides get some terrific sax work which send the numbers across. Each end has a punching ditty for material and Lane certainly makes the most of it. Ops oughta tune in.

"THE BLUES PICK ON ME" (2:53)
"LET'S RIDE" (2:43)

PEPPERMINT HARRIS
(Sittin' In 597)

● An unbelievable sax performance is turned out here by Peppermint Harris Each end is done in the same manner, an almost continuous sax solo interspersed with snatches of vocal. This is really something to hear.

"OLD SHIP OF ZION" (3:00)
"IN THIS WORLD ALONE" (2:57)

ORIGINAL FIVE BLIND BOYS
(Peacock 1552)

● A couple of first rate spirituals show up on this platter done by the Original Five Blind Boys. On each end, Archie Brownlee takes the lead as the rest of the boys chime in excellent harmony. Ops should especially watch the top deck.

1 **RHUMBA BOOGIE**
Hank Snow
(RCA Victor 21-0431; 48-0431)

2 **KENTUCKY WALTZ**
Eddy Arnold
(RCA Victor 21-0444; 48-0444)

3 **COLD, COLD HEART**
Hank Williams
(MGM 10904; K10904)

4 **BEAUTIFUL BROWN EYES**
Jimmy Wakely
(Capitol 1393)

5 **SHOTGUN BOOGIE**
Tennessee Ernie
(Capitol 1295; F-1295)

Additional Tunes

MOCKIN' BIRD HILL
Pinetoppers
(Coral 64061; 9-64061)

STRANGE LITTLE GIRL
Red Foley & Ernest Tubb
(Decca 46311; 9-46311)

Cowboy Copas
(King 951)

THERE'S BEEN A CHANGE IN ME
Eddy Arnold
(RCA Victor 21-0412; 48-0412)

BLUEBIRD ISLAND
Hank Snow
(RCA Victor 21-0441; 48-0441)

POISON LOVE
Johnny & Mack
(RCA Victor 21-0377; 48-0377)

Meeting of the Voices

NEW YORK—Decca hit upon a fascinating combination when they recently teamed Red Foley and the Andrews Sisters for the first time. Red and the girls go to town on "Satins And Lace" and "I Want To Be With You Always" in real hillbilly style. The disk which was released last week, is expected to have equal appeal in the folk and pop markets. Red is really hot at present with a couple of more hits going, "Strange Little Girl" with Ernest Tubb and "Hobo Boogie" on his own.

Retired OP Writes Song

WALLACE, IDAHO — Gale Rice Songs announced this week that it was publishing "Korea's Mountain Northland" which was written by Roy Benson, a retired juke-box operator from Clarkston, Washington. The tune has already been put on wax by Keyboard Records which plans a big promotional effort on it particularly among operators. Keyboard features the voice of Bill Winkle, an up and coming young singer who promises big things on records for the future.

Meeting Dates Of Music Operators' Associations

May 24—California Music Guild, Northern Division
Place: Hotel Sacramento, Sacramento, Calif.

28—Phonograph Owners' Association
Place: Broadview Hotel, East St. Louis, Ill.

29—Automatic Music Operators' Association
Place: Park Sheraton Hotel, New York City

June 4—Illinois Amusement Association
Place: 208 North Madison, Rockford, Ill.

6—Coin Machine Operators' Association of Harris County
Place: Chamber of Commerce Building, Houston, Texas

7—Phonograph Merchants' Association
Place: Hotel Hollenden, Cleveland, Ohio

7—Washington Music Guild
Place: Hamilton Hotel, Washington, D. C.

12—Automatic Phonograph Owners' Association
Place: Sheraton-Gibson Hotel, Cincinnati, Ohio

12—California Music Guild
Place: 311 Club, Oakland, Cal.

14—Michigan Phonograph Owners' Association
Place: Maccabees Building, Detroit, Mich.

KING - DELUXE - FEDERAL
King best sellers DE LUXE
Federal RECORDS

FOLK-WESTERN
★ HAWKSHAW HAWKINS
RATTLESNAKIN' DADDY
I HATE MYSELF
944 and 45-944
★ COWBOY COPAS
THE STRANGE LITTLE GIRL
YOU'LL NEVER EVER SEE ME CRY
951 and 45-951
★ ZEB TURNER
CHEW TOBACCO RAG
NO MORE NOTHIN' (BUT GETTIN' YOU OFF MY MIND)
950 and 45-950
★ BOB NEWMAN
LONESOME TRUCK DRIVER'S BLUES
LEFTOVER HASH
945 and 45-945
★ SHORTY LONG
GOODNIGHT CINCINNATI, GOOD MORNING TENNESSEE
JUST LIKE TOO DROPS OF WATER
953 and 45-953

SEPIA-BLUES
★ LUCKY MILLINDER
I'M WAITING JUST FOR YOU
BONGO BOOGIE 4453
★ TINY BRADSHAW
TWO DRY BONES ON THE PANTRY SHELF
BRAD'S BLUES 4447
★ EARL BOSTIC
SEPTEMBER SONG
SLEEP 4444

POPULAR
★ MOOSE JACKSON
TRUST IN ME
WONDER WHEN MY BABY'S COMING HOME 4451
UNLESS
END THIS MISERY 4462
★ GEORGE WRIGHT
WHEN YOU AND I WERE YOUNG, MAGGIE, BLUES
NAGASAKI 15082
★ GENE WILLIAMS
PRETTY-EYED BABY
THE HOUR OF PARTING 15107

Federal RELEASES
★ THE DOMINOES
SIXTY MINUTE MAN
I CAN'T ESCAPE FROM YOU 12022
"NO"! SAYS MY HEART
HARBOUR LIGHTS 12010
DO SOMETHING FOR ME
CHICKEN BLUES 12001

DE LUXE
★ ROY BROWN
WRONG WOMAN BLUES
BEAUTICIAN BLUES 3313
SWEET PEACH
GOOD MAN BLUES 3312

* 45 R. P. M.
KING - DELUXE - FEDERAL
distributors
King RECORDS INC.

Philadelphia Set To Celebrate Mindy Carson Day As WFIL Switches To 45 RPM

MINDY CARSON

PHILADELPHIA, PA.—Radio station WFIL in Philadelphia has declared Thursday, May 24, "Mindy Carson Day." The station specifically called on Mindy to help inaugurate their swing to the "45" system which they have installed in their studios.

This will mark the first time in the history of a local Philadelphia station that an artist will be the recipient of such an all-day, all-out promotion. Mindy will appear on six radio programs and four television shows. In addition she will make an appearance at the record department of Litt Brothers Department store. The marathon will start at 8:00 A.M. and wind up at 8:00 P.M.

Over 100 radio and television spot announcements will herald her appearances and full page advertisements in the Philadelphia Inquirer will point up the schedule. All the disk jockeys on the station will program her records heavily throughout the week. Raymond Rosen Company, the RCA-Victor Records distributor in Philadelphia, will tie in with an unprecedented 200 window displays by their dealers built around Mindy's visit to the city. Special streamers and huge photos will honor Mindy as Miss 45.

The Philadelphia Inquirer will also run special stories and pictures of Mindy. As the executives of WFIL put it: "All in all, it shapes up to just about the biggest concentrated build-up anybody has ever gotten in Philadelphia."

Zeb Turner Pacted by WBAL As Disk Jockey

BALTIMORE—Zeb Turner, King Records star and one of the best known performers in American folk music, has joined WBAL and will be featured in "Hillbilly Parade", a disk jockey show which will also utilize his skill as a guitar player and song writer.

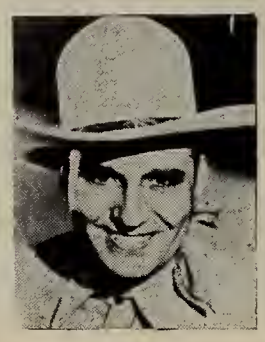
A seasoned radio entertainer, Zeb has a background of better than ten years before the mike, during wlhich he has apperaed on NBC, CBS and MBS coast-to-coast broadcasts. Zeb has authored several tunes, among them "Zeb's Mountain Boogie", "Ain't Had No Lovin' ", "I'll Drift Along", and "Chattanooga Bogie".

THE CASH BOX "Folk" and "Western" Record Reviews

BULLSEYE of the WEEK

"AT MAIL CALL TODAY" (2:42)
"I'LL BE BACK" (2:38)

GENE AUTRY
(Columbia 20814)



GENE AUTRY

● Gene Autry comes up with a couple of his best sides in a long while and assures himself a disk that will go over big. Titled "At Mail Call Today" and "I'll Be Back", both of these tunes have an appeal that could make it. Ops should be making some preparation to get these into the machines. The top deck is the story of a GI who gets a "Dear John" letter. Gene does it very easily in very sentimental vein and makes it a winning piece of work. The lower half too is a pleasant item with Gene going about it softly and getting a good backing. Ops are bound to find these two sides money makers in the boxes.

"I LIVE MY LIFE ALONE" (2:15)
"OUR LAST RENDEZVOUS" (2:25)

CARL BUTLER
(Capitol 1541; F-1541)

● Carl Butler has two ballads to work with on this platter and he makes the most of them. Running through the sentimental lyrics in fine form, Carl has a good guitar backing to help him out. Ops on the lookout for filler material oughta get going with this.

"I'M DOTTING EACH 'I' WITH A TEARDROP" (2:54)
"CROSS MY HEART I LOVE YOU" (2:46)

BOB WILLS
(MGM 10980; K10980)

● Bob Wills and his boys have a sad story to tell on the upper level. With a very good vocal, this tune stands out as worthwhile material in almost a pop vein. Second half is another pleasant item with good vocalizing and backing to match. Ops will do ok with this.

"FOURFLUSHER" (2:46)
"FAREWELL, SO LONG, GOODBYE" (2:52)

RED SOVINE
(MGM 10981; K10981)

● Two sides, both of which feature an excellent set of lyrics, are offered here by Red Sovine. The top deck is a novelty which Red beats out in steady style while the second half is a driving number done equally well by him. Ops will want to hear this one.

"DON'T TELL ME GOODBYE" (2:43)
"TEAR DROPS ON THE ROSES" (2:51)

DOLPH HEWITT
(RCA Victor 21-0462; 48-0462)

● Dolph Hewitt puts his good voice to work on two ballads on this platter and makes both of them sound good. Dolph gets some listenable backing at either end which sets off his voice to good advantage. This deserves ops' attention.

"AFTER ALL THESE YEARS" (3:18)
"CRYING MY EYES OUT" (3:17)

FORREST RYE
(Mercury 6328)

● A couple of ballads are turned out here by Forrest Rye. Although they're both not very much out of the ordinary, they make for ok listening. He has a good voice and with an interesting guitar behind him. These sides make for good filler items.

"SCOOT, GIT AND BEGONE" (2:30)
"BLUES IS BAD NEWS" (2:43)

SKEETS McDONALD
(Capitol 1518; F-1518)

● Two very different types of numbers are offered on this platter by Skeets McDonald and both ends are done very well. The top deck is a novelty with an exceedingly good set of lyrics while the lower half is a drawn out blues number. Ops won't want to miss this.

"WILDCAT BABY" (2:30)
"WHY DON'T YOU MARRY THE GIRL?" (2:27)

TEXAS JIM ROBERTSON
(RCA Victor 21-0463; 48-0463)

● In his usual straightforward manner, Texas Jim Robertson comes up with a couple of sides which will do ok in the boxes. The first one is a driving thing with interesting lyrics and a fine piano backing. The lower end is a novelty which should draw a lot of attention. This is right for the machines.

"TUESDAY TWO-STEP" (2:30)
"THREE FIDDLE RAG" (2:37)

SPADE COOLEY
(RCA Victor 21-0467; 48-0467)

● Spade Cooley and his band give out with some hillbilly music here which is really something. Both sides are instrumentals with plenty of fiddles and guitars and both make for lively listening. Ops in the right locations will want to take a look.

Going Strong!
"WONDROUS WORD"
Recorded by
KEN CARSON
on Bibletone Record # 770
A "Cash Box" — "BEST BET"
BIBLETONE RECORDS, INC.
New York 3, N. Y.

A Sensational Hit!
EILEEN BARTON
"THE SYNCOPATED CLOCK"
b/w
"LOCK THE BARN DOOR"
National No. 9152
also available on 45 rpm
Coast-to-Coast NATIONAL RECORDS

sweet and dreamy
GOOD-NIGHT
Recorded by
BILL BICKEL TRIO
Vocal by
BUZZ ASTON
& Martinaires
M-G-M RECORD # 10972-B
OSTROW MUSIC PUB. CORP.
1650 Broadway, N. Y., N. Y.

★ "FAST FREIGHT"
"BEAUTIFUL BROWN EYES"
"CHRISTOPHER COLUMBUS"
AMERICAN MUSIC, INC.
1576 Bway N. Y. • 9109 Sunset Blvd Hollywd
CO 5-7880 CR 1-5254

SENSATIONAL SALES!
SAVOY # 777
Instrumental by J. OTIS ORCHESTRA
"MAMBO BOOGIE"
backed by
"GEE BABY"
by MEL WALKER
SAVOY RECORD CO., INC.
58 MARKET ST., NEWARK 1, N. J.

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

THIS WEEK'S TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF LABEL, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE

CODE

AB—Abbey	LO—London
AL—Aladdin	ME—Mercury
AP—Apollo	MG—MGM
AT—Atlantic	MO—Modern
BU—Bullet	NA—National
CA—Capitol	OR—Oriole
CR—Chess	PE—Peacock
CO—Columbia	PR—Prestige
CR—Coral	RA—Rainbow
DA—Dana	RE—Regent
DE—Decca	RG—Regal
DY—Derby	SA—Savoy
4 Star—Four Star	SIT—Sittin' In
FE—Federal	SP—Specialty
JU—Jubilee	TE—Tempo
KI—King	TW—Tower
	VI—Victor

45 rpm numbers in parenthesis

May 26 May 19

1—MOCKIN' BIRD HILL 112.3 97.7
CA-1373 (F-1373)—LES PAUL
Chicken Reel
CR-64061 (9-64061—PINETOPPERS
DE-27444 (9-27444)—RUSS MORGAN
Flying Eagle Polka
LO-851 (30296)—MARLIN SISTERS
Girl I Left Behind
ME-5552 (5552x45)—TINY HILL
If You've Got The Money
ME-5595 (5595x45)—PATTI PAGE
I Love You Because
VI-21-0396 (48-0396)—BRITT & ALLEN

2—HOW HIGH THE MOON 102.9 76.4
CA-1451 (F-1451)—LES PAUL & MARY FORD
Walkin' & Whistlin' Blues
CO-39145—ERROLL GARNER
Poor Butterfly
DE-24513 (9-24513)—LIONEL HAMPTON O.
MG-30303 (K30303)—DAVID ROSE

3—ON TOP OF OLD SMOKY 92.3 144.2
CO-39328—BURL IVES
Syncopated Clock
CR-60436 (9-60436)—GEORGE CATES
Syncopated Clock
DE-27515 (9-27515)—WEAVERS
Across The Wide Missouri
LO-1028 (45-1028)—JOSH WHITE
Black Girl
ME-5612 (5612 x 45)—GEORGE SIRAVO O.
Do You Dig John Peel

4—TOO YOUNG 58.9 45.4
CA-1449 (F-1449)—KING COLE
That's My Girl
CO-39271 (4-39271)—TONI ARDEN
Too Late Now
CR-60393 (9-60393)—DENNY VAUGHN
I Love The Way You Say Goodnight
DE-27569 (9-27569)—PATTY ANDREWS
Gotta Find Somebody To Love
DE-27366 (9-27366)—VICTOR YOUNG
Be My Love
ME-5599 (5599x45)—RICHARD HAYES
Shenandooh Waltz
MG-10920 (K10920)—JOHNNY DESMOND
I Fell
VI-20-4105 (47-4105)—FRAN ALLISON
Lies

May 26 May 19

5—SYNCOPATED CLOCK 43.4 34.1
CA-984 (F-984)—LOUIS CASTELLUCCI
CO-39328 (4-39328)—PERCY FAITH O.
On Top Of Old Smoky
CO-39386 (4-39386)—KEN GRIFFIN
CR-60436 (9-60436)—GEORGE CATES
On Top Of Old Smoky
DE-27563 (9-27563)—FRED WARING O.
Serenata
DE-27583 (9-27583)—ETHEL SMITH
The Loveliest Night Of The Year
DE-40201 (9-40201)—LEROY ANDERSON
Waltzing Cat
ME-5607 (5607 x 45)—TONY FONTANE
No One But You
MG-30353 (K30353)—DAVID ROSE
Mask Waltz
NA-9152—EILEEN BARTON
Lock The Barn Door
VI-20-4090 (47-4090)—THREE SUNS
March Of The Cards

6—BE MY LOVE 40.2 56.2
CA-1352 (F-1352)—RAY ANTHONY O.
I Wonder What's Become Of Sally
CO-39157—LES BROWN
In The Land Of Make Believe
CR-60373 (9-60373)—OWEN BRADLEY
Sentimental Music
DE-27366 (9-27366)—VICTOR YOUNG
Too Young
DE-27534 (9-27534)—ETHEL SMITH
If
MG-10799 (K-10799)—BILLY ECKSTINE
Only A Moment Ago
VI-10-1561 (49-1353)—MARIO LANZA
I'll Never Love You

7—IF 38.9 59.7
CA-1342 (F-1342)—DEAN MARTIN
I Love The Way You Say
CA-1351 (F-1351)—JAN GARBER O.
Castles In The Sand
CO-39082 (6-939)—JO STAFFORD
It Is No Secret
CR-60355 (9-60355)—DENNY VAUGHAN
Wait For Me
DE-27391 (9-27391)—INK SPOTS
A Friend of Johnny's
DE-27481 (9-27481)—LOUIS ARMSTRONG
You're Just In Love
DE-27534 (9-27534)—ETHEL SMITH
Be My Love
LO-833—DICK JAMES
ME-5565 (5565x45)—VIC DAMONE
You And Your Beautiful Eyes
MG-10896 (K10896)—BILLY ECKSTINE
When You Return
VI-20-3997 (47-3997)—PERRY COMO
Zing, Zing, Zoom, Zoom

8—WOULD I LOVE YOU 36.9 53.9
CA-1368 (F-1368)—HELEN O'CONNELL
Gypsy Heart
CO-39159 (4-39159)—DAY & JAMES
Lullaby Of Broadway
DE-27402 (9-27402)—JERRY GRAY O.
Say It With Your Kisses
DE-27490 (9-27490)—GORDON JENKINS
I Love You Much Too Much
ME-5571 (5571x45)—PATTI PAGE
Sentimental Music
VI-20-4056 (47-4056)—TONY MARTIN
I Apologize

9—I APOLOGIZE 38.4 34.9
CO-39189 (4-39189)—CHAMP BUTLER
There'll Be Mournin'
DE-27484 (9-27484)—DON CHERRY
Bring Back The Thrill
LO-964 (45-964)—ANITA O'DAY
You Took Advantage Of Me
ME-8209 (8209x45)—DINAH WASHINGTON
My Heart Cries For You
MG-10903 (K10903)—BILLY ECKSTINE
Bring Back The Thrill
VI-20-4056 (47-4056)—TONY MARTIN
Would I Love You?

10—SOUND OFF 36.8 22.1
DE-27054 (9-27054)—JERRY GRAY
VI-20-4113 (47-4113)—VAUGHN MONROE
Oh Marry, Marry Me

11—HOT CANARY 36.6 26.9
CA-1430 (F-1430)—JAN GARBER
That's How Our Love Will Grow
CA-1495 (F-1495)—PAUL WESTON
La Raspa
CO-39329 (4-39329)—PERCY FAITH O.
Nervous Gavotte
DE-27509 (9-27509)—FLORIAN ZABACH
Jalousie
DE-27578 (9-27578)—ELLA FITZGERALD
Two Little Men

May 26 May 19

12—JEZEBEL 31.8 18.7
CO-39267 (4-39267)—FRANKIE LAINE
Rose, Rose, I Love You
ME-5622—ALLEN GREENE
The Miracle
ME-5620—ALEXANDER BROS.
Pennsylvania Dutch

13—WHEN YOU AND I WERE YOUNG MAGGIE BLUES 30.9 17.8
CA-1500 (F-1500)—WHITING-WAKELY
Till We Meet Again
CO-39326 (4-39326)—GODFREY-DAVIS
Love And Devotion
DE-27577 (9-27577)—BING & GARY CROSBY
Moonlight Bay
ME-5615 (5615x45)—QUINLAN-HAYES
I Whistle A Happy Tune
MG-30359 (K30359)—REYNOLDS-CARPENTER
Didja Ever
VI-20-4119 (47-4119)—MINDY CARSON
Gotta Find Somebody To Love

14—SPARROW IN THE TREE TOP 28.7 31.9
CA-1440 (F-1440)—LES BAXTER
Tanight We ll Go Dancing
CO-39190 (4-39190)—GUY MITCHELL
Christopher Columbus
CR-60401 (9-60401)—LYN MURRAY
Let Me In
DE-27477 (9-27477)—CROSBY & ANDREWS SISTERS
Forsaking All Others
LO-931 (45-931)—REGGIE GOFF
I Love You Because
ME-5597 (5597x45)—REX ALLEN
Always You
MG-10923 (K-10924)—ART MOONEY
Beautiful Brown Eyes

15—BEAUTIFUL BROWN EYES 26.7 43.1
CA-1426 (F-1426)—ARTHUR SMITH
Train Whistle Blues
CA-1393 (F-1393)—JIMMY WAKELY
CO-39212 (4-39212)—ROSEMARY CLOONEY
CO-20798 (4-20798)—BILLY WALKER
DE-27485 (9-27485)—EVELYN KNIGHT
That's How Our Love Will Grow
DE-46302 (9-46302)—EDDIE ZACK
Shenandoah Waltz
KI-962—CLYDE MOODY
ME-5370 (5370x45)—DORIS DREW
Shut Up
MG-10924 (K-10924)—ART MOONEY
VI-20-4062—LISA KIRK
VI-21-0454 (48-0454)—JESSIE RODGERS

16—UNLESS 25.1 17.9
CA-1493 (F-1493)—LES BAXTER
Because Of You
CO-39331 (4-39331)—GUY MITCHELL
Beggar In Love
CR-60478 (9-60478)—HERB JEFFRIES
Old Soldiers Never Die
DE-27594 (9-27594)—GORDON JENKINS
Rose, Rose, I Love You
LO-1075 (45-1075)—BILL SNYDER
My Dearest
VI-20-4120 (47-4120)—
I Have No Heart

17—OLD SOLDIERS NEVER DIE 23.8 7.7
CA-1534 (F-1534)—JIMMY WAKELY
I Like The Wide Open Spaces
CO-39405 (4-39405)—GENE AUTRY
God Bless America
CR-60478 (9-60478)—HERB JEFFRIES
Unless
DE-27606 (9-27606)—BING CROSBY
My Own Bit Of Land
MG-10977 (K10977)—LEROY HOLMES
I Got Sixpence
VI-20-4146 (47-4146)—VAUGHN MONROE
Love And Devotion

18—ABA DABA HONEYMOON 23.2 36.1
CO-38802—WILLIE SOLAR
CO-39205 (4-39205)—HELEN KANE
Hug Me, Kiss Me, Love Me
CR-60374 (9-60374)—CLIFF STEWARD
Down In Jungle Town
DE-27474 (9-27474)—CARMICHAEL & DALEY
Golden Rocket
ME-5586 (5586x45)—HAYES & KALLEN
I Don't Want To Love You
MG-30282 (K30282)—REYNOLDS & CARPENTER
Row, Row, Row
VI-20-4065 (47-4065)—FREDDY MARTIN
Beautiful Madness

May 26 May 19

19—THE LOVELIEST NIGHT OF THE YEAR 18.9 15.1
CA-1408 (F-1408)—HELEN O'CONNELL
Arthur Murray Taught Me Dancing
CO-39192 (4-39192)—PERCY FAITH
You Are The One
DE-27507 (9-27507)—FRED WARING
Tulips And Heather
DE-27583 (9-27583)—ETHEL SMITH
Syncopated Clock
LO-937 (45-937)—ANNE SHELTON
Love Me, My Love
MG-30352 (K30352)—ANN BLYTH
VI-10-3300—MARIO LANZA
La Donna E Mobile

20—ROSE, ROSE, I LOVE YOU 18.4 7.8
CA-1532 (F-1532)—LOU DINNING
The Letter
CO-39367 (4-39367)—FRANKIE LAINE
Jezebel
CR-60484—MITCHELL TRIO
Easy Come, Easy Go
DE-27594 (9-27594)—GORDON JENKINS
Unless
MG-10978 (K-10978)—ART LUND
I Like The Wide Open Spaces
VI-20-4135 (47-4135)—BUDDY MORROW O.
After I Say I'm Sorry

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—IT IS NO SECRET 13.8 6.9

22—SEPTEMBER SONG 12.9 16.9

23—NEVER BEEN KISSED 12.8 13.9

24—I LIKE THE WIDE OPEN SPACES 11.3 —

25—DOWN THE TRAIL OF ACHING HEARTS 11.1 18.9

26—ACROSS THE WIDE MISSOURI 10.7 11.3

27—WE KISS IN A SHADOW 8.7 9.2

28—BRING BACK THE THRILL 8.4 9.4

29—EVER TRUE—EVER MORE 6.5 6.7

30—HELLO YOUNG LOVERS 6.4 7.9

31—I LOVE THE WAY YOU SAY GOODNIGHT 5.5 —

32—METRO POLKA 5.3 10.1

33—STRANGE LITTLE GIRL 3.9 —

34—I'LL NEVER KNOW WHY 3.8 —

35—A PENNY A KISS 3.7 6.4

36—SHENANDOAH WALTZ 3.6 3.5

37—TENNESSEE WALTZ 3.5 2.5

38—KENTUCKY WALTZ 2.5 9.7

39—MOONLIGHT BAY 2.2 2.6

40—ONCE UPON A NICKEL 1.7 4.3

NOW YOU KNOW

- BECAUSE PAPER PRICES ARE SKY HIGH AND GOING HIGHER
- BECAUSE U. S. MAILING RATES ARE AGAIN BEING RAISED
- BECAUSE PRINTING COSTS HAVE JUMPED TREMENDOUSLY
- BECAUSE NEW MACHINE MANUFACTURE IS NEAR ITS END
- BECAUSE YOU NOW NEED AN ECONOMICAL PLACE FOR YOUR ADS
- BECAUSE AMERICA'S COINMEN RESPECT, ADMIRE AND ACCLAIM

THE CASH BOX

THAT THE 92c A WEEK ADVERTISING SUBSCRIPTION IS THE BIGGEST BARGAIN IN AMERICAN PUBLISHING HISTORY

IF YOU CAN AFFORD TO SPEND 92c A WEEK TO GET AHEAD AND STAY AHEAD OF YOUR COMPETITORS READ THIS MESSAGE!

Never before in all American publishing history has there ever been so outstanding and so economical an offer made to any industry anywhere.

For only 92c a week you can have a 40 word classified advertisement in **The Cash Box** each and every week for the full 52 weeks of the complete year.

This classified ad alone (at the present rate of 8c per word would cost you, 8c times 40 words, $3.20 per week) but, that isn't all you get for your 92c a week—you still get a free full year's 52 weeks subscription to **The Cash Box**—which sells for $15.00 per year.

In short, you get a classified ad worth $3.20 per week for 52 weeks, or a complete year's classified advertising value of $166.40, plus the free $15.00 per year subscription to **The Cash Box** itself, A TOTAL VALUE OF $181.40 ALL FOR 92c PER WEEK—or $48 FOR THE WHOLE YEAR.

The Cash Box Advertising Subscription SAVES YOU IMMEDIATELY $133.40 when you send in your check (along with your first 40 word classified ad) for only $48—or ACTUALLY 92c A WEEK COST TO YOU.

At the same time you know that your weekly ad is appearing in the biggest classified advertising section in the history of the industry.

The Cash Box prints more classified ads each week than all the other coin machine papers combined. That's where the coin machine people go who want to buy and who want to sell.

Now with new machine manufacture nearing its end, with many costs going sky high, you want an economical place where you can tell your story. This is it.

Send in your check for $48 today. Send in your first 40 word classified ad. (If you already have a $15 subscription, simply advise us along with your first ad, you will be given full credit for the balance due you, and you will be billed for the difference only).

Do it right now. Send in your check for $48. Send along your first 40 word classified ad. Get started with the biggest bargain in all American publishing history.

KNOW THAT YOUR AD IS READ BY THE PEOPLE YOU WANT TO READ IT.

This is one bargain **Operator, Jobber** and **Distributor** cannot overlook.

This is the one sure way to get ahead and stay ahead of your competitor.

Simply make out that check right now along with your first 40 word ad and mail today to:—

THE CASH BOX
EMPIRE STATE BUILDING
NEW YORK 1, N. Y.

NEW MACHS OUT BY SEPT.?

Some Mfrs Predict End of Their New Machines Production by September. Others Say They Will Continue to Manufacture Whatever They Can for as Long as They Can. All Agree CMP Will Have Very Rough Effect on All Future New Machine Manufacturing.

CLAIM MANY DISTRIBS WILL WISH THEY HAD SAME STOCK IN SEPTEMBER THEY ARE NOW UNLOADING. PREDICT THEY WILL BE PAYING HIGHER PRICES FOR USED MACHINES THAN PAID FOR THESE MACHINES WHEN NEW.

CHICAGO — Some manufacturers, this past week, asking not to be quoted directly, made statements to the effect that they believe new machine manufacture, at least as far as they are concerned, will be over by September, 1951.

These manufacturers are well known. They are in the minority in this prediction.

The majority of the manufacturers have stated that they will continue to manufacture whatever they can for as long as they can.

All manufacturers agree that NPA's CMP (which goes into effect on July 1) will be unusually rough on continued new machines manufacturing.

They point to the fact that this industry, no part of it, can apply for any of the three basic CMP materials: copper, steel and aluminum.

Yet, they know that they will have to make application. (As a non-essential product) to obtain certain subassemblies and components which they do not manufacture themselves, and which they must obtain from outside sources.

As one manufacturer put it, "We have been told that we may have to wait six months, if not longer, for just etched plates."

Some of the manufacturers, who are rather upset at the action of their distribs, stated, "Some of these distributors, who are unloading stocks of new machines at sacrifice prices, are going to be mighty sorry around September that they haven't those same machines in their warehouses."

One manufacturer said, "These distributors are going to pay more used for the same machines they are now paying for them as brand new machines."

Another manufacturer had this to say, "Sure there's going to be one helluva scramble among all the non-essential industries for whatever copper, steel and aluminum will be left over (just as you people of The Cash Box have been telling the trade for some weeks now).

"It simply means", he continued, "that if we manufacturers want to stay in business, we'll have to learn to scramble a little faster and harder than the next guy.

"Whether this will, or will not, do us any good", he commented, "I don't know. But, one thing I'll say", he emphatically stated, "is that we are going to try like everything to get what we can so that we can continue to manufacture some new machines."

Others were much more pessimistic. One manufacturer said, "They have been in our place week after week now. We have some war work, but, not enough to keep us going on war work only. This past week, tho, they told us that they were shooting in more work than ever before.

"The big drive is now getting under way", he continued, "and we feel sure that everyone of the coin machine manufacturers is going to find his plant taken right over for subcontract work."

He then said, "Tell me, after we're all jammed up with war work, how will we ever be able to build our regular machines? Or, further, who wants to go out and fight for a few pounds of metal that we may, or may not get, when we have plenty of important war work to occupy our time?"

In short, the manufacturers are now coming to the fore to tell the trade what this publication has been reporting for many weeks (and which reports have won compliments from all the manufacturers) that the time, because of the introduction of the CMP on July 1, is growing shorter by the second, and those who want to be prepared for whatever the future will hold, had best prepare themselves right now, while they can.

One manufacturer said:

"I have only the highest praise for The Cash Box.

"You have been the one, and the only one, that has foreseen this happening.

"In fact, everyone in the industry should take time off to congratulate you on the great articles you have written warning the field that time was growing short."

"The Cash Box" In New Suite, Same Address In Chicago

CHICAGO—Visitors who have been calling at The Cash Box offices while in this city are advised that these offices have now been moved from Suite 800 to Suite 1802 in the same building, 32 West Randolph Street.

Same phone numbers remain: DEarborn 2-0045 and DEarborn 2-0046.

"Visitors are always more than welcome at the Chicago offices of The Cash Box," states Bill Gersh, publisher, who is in charge of these offices.

Chicago Music Ops Enjoy Increase On Dime Play

CHICAGO—Most of the music ops here have been featuring dime play (1 plays 10c and 3 plays 25c) for over a month now.

Reports from these men are to the effect that they are enjoying a very good increase in collections generally.

Many interesting facts have come to light since music ops here started out with dime play, after unanimously voting at their Recorded Music Service Association meeting to start this type play, and have all phonos completely changed by May 1 everywhere in this area.

Ops have found that the better locations show an instant and very good increase in collections.

Mediocre spots seem to hold their own with little collection increase.

The poor places continue poor with increases very small in most instances.

But, on the average, ops report, collections are up about 25 per cent and, as many state, are continuing up, with the future of dime play very bright.

Another thing, ops have learned, is that they get more quarters than dimes in their machines. The average op reports at least a two to one ratio of quarters against dimes.

For example, Earl Kies, manager for Apex Cigarette Service, Inc., states, "Altho 10c play is still in its infancy, I find that the good locations have increased substantially as a whole. The average locations have held about even up to a little plus. The poor locations, such as the home taverns and hangout group spots, have fallen off."

Earl reports that they are getting about "three quarters to every dime" in their phonos.

Bob Lindelof of General Music Corp., Skokie, Ill., who operates all the way to the Wisconsin state line from the city limits, as well as in the city, is a dime play enthusiast.

Bob claims, "Our collections show about two-thirds quarters as against one-third dimes."

Charley Leathers, one of the city's well known south side ops, reports that he's getting better than a two to one average of quarters against dimes.

Paul Golden of La-Ru Novelty Co., one of the leading music ops, reports that his firm was a little late getting started (due to personal illness) and that even tho they encountered quite a bit of resistance at first, were able to get going, after some missionary sales effort among their locations.

"We find", Paul reports, "some collections have increased 20% to 25% and, in some spots, we are enjoying a 40% increase. I would say", he continues, "that the average increase is about 25 per cent."

Paul, like all the other ops, says, "I might add that we find considerably more quarters in the boxes than dimes which, I presume, is due to the fact that everybody likes a bargain, like the 3 plays for 25c."

Paul Golden has this to say, "My personal opinion is that this (1 play for 10c and 3 plays for 25c) will work out for the benefit of all. I look for a considerable increase as we go along."

Art Velasquez reports, "After three complete weeks of 10c play my route has increased 30%. I am of the opinion that 10c play was the salvation of our business. At least now we can compete with rising costs. I'm 100% for dime play."

Other ops here have also produced some very interesting facts. But, the sum and substance of the first full month's dime play music action, is to the effect that the increase is very heartening.

All continue to look forward to an even greater increase as the public here becomes more accustomed to 1 play 10c and 3 plays for 25c.

Southern Aut. Music Co. Has More Parking Space

LOUISVILLE, KY.—Leo Weinberger of Southern Automatic Music Company, this city, found it necessary this past week to lease an additional parking lot for the use of the firm's employees.

As Leo explains it, "Since we opened our new and larger offices and showrooms at 735 S. Brook Street we have been having more operators visiting us than at any other time in our firm's history in this city.

"It go so bad", Leo continued, "that the large parking lot which we have right next door to our new building became much too small to accommodate the cars and turcks of our customers as well as of our employees.

"We therefore leased an additional parking lot just a few doors down", Leo says, "where our employees will park their cars."

The parking lot next to the new building of Southern Automatic Music at 735 S. Brook St. will be for the exclusive use of the firm's many customers.

Operators are assured sufficient parking space for their trucks and cars at any hour of the day, the firm reports.

"This is one of the many services we always extend to our customers", Leo Weinberger said, "and we want them to know that there will always be room for their cars and trucks in the parking lot adjoining our new building."

NEW ORLEANS NOTES

Frank Mencuri, Exhibit Supply Company, recently in town, and telling all about his "Western Corral" idea for Arcades, Amusement Parks and Department Stores. . . . Bob Dupre, genial general manager of FAB Distributing, says his cup of good cheer would be brimming over if he just could get enough new Wurlitzer phonos to take care of the demand. . . . Bill Maddox, with S. H. Lynch Company for many years, recently joined the sales force of FAB. Bill is a very popular young man in this area. . . . New Orleans Novelty Company's proximity to the International Trade Mart is paying dividends, according to Ralph Bosworth, sales manager. He states that the Mart has been sending him quite a number of customers from Cuba, South and Central America. . . . Harry and Richard Batt, who run a Penny Arcade and Beach at Pontchartrain Beach, expect a very big season. They tell us their arcade is in tip top shape, plenty of new equipment, and everything polished up and spick and span. . . . Local operators tell us that they sure like the restoration of "The Cash Box" prices to understandable numerals. One operator commented wryly, "You not only had to pay for a subscription, but you had to hire a college professor to decode the prices." (Ed comment: It really was very simple, but we do admit it took some concentration. Actually, a great many subscribers were most insistent that we retain the coded method.)

Clem Guillot of Jefferson Parish is reported to be learning rapidly and is fast becoming a very good pin game operator. . . . Gene Schaneville, head of New Orleans Novelty Company's parts department, is not only an expert parts man, but a factory-trained mechanic and engineer. Gene is always willing to help the ops with their mechanical problems. Joe I, top mechanical genius of the same company, likes to keep his secrets to himself. . . . An up and coming young man in the business is Vincent Marcello of Jefferson Music Co. . . . Hilliard Bach, manager of the "Penny Arcade" reports that Williams' "Super World Series" getting a big play. . . . Johnny Bosch seems happier, healthier and much more relaxed since stepping out as president of the New Orleans Amusement Association. Johnny worked real hard while in office. Now he can take it easy a bit, and devote his time to his own business. . . . Manny Landsberg, one of the city's top operators, has opened a restaurant and tavern on Iberville Street, and reports biz very fine. . . . Business is picking up at Bucktown and all along the lakefront. Warm weather is bringing out the crowds to Lake Pontchartrain.

New Orleans has good reason to believe that its games are the most highly taxed in the world. In addition to Federal and State licenses, City and Charity Hospital permits, it also has a personal property tax and a use tax on every game.

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Copper Users Must Make Monthly Reports

WASHINGTON—National Production Authority issued an order effective as of May 14, 1951, which advises all companies using copper or copper-base alloys to file monthly reports.

The NPA order (671) reads, "All companies using copper or copper-base alloy in their industrial operations will be required to file a series of monthly reports of their operations beginning with April."

Regular monthly reports will be required thereafter, NPA announced, and also reported that the above action "is considered to be a necessary step in making allotments of copper and copper products under the Controlled Materials Plan."

Deadline for the first report is ten days after receipt of forms which have been sent to all known users of copper (Form NPAF-83). Those who haven't yet received this form are advised to write to the Copper Division, Metals and Minerals Bureau, National Production Authority, Washington 25, D. C.

WATCH
FOR
HARVEY

NPA ISSUES OFFICIAL CMP CLASS "B" PRODUCT LIST

Phonos, Amusement Games, Mdse Machines Listed In "Products Assignment Directory." No Applications For Materials From Industry Will Be Accepted. But Applications For Components And Sub-Assemblies Used In Manufacturing Machines Will Be Necessary In Most Cases.

WASHINGTON — NPA (National Production Authority) issued its Product Assignment Directory and Official CMP Class B Products List this past week.

At the same time, NPA also issued a booklet called "A, B, C's of CMP" which was noted as, "An outline of the principles and procedures of the Controlled Materials Plan."

In describing the Products Assignment Directory NPA stated:

"The products listed alphabetically in this directory were developed over a period of years taking into account World War II experience and the record-keeping practices of manufacturers. The product definitions are generally consistent with the Standard Commodity Classification of the Bureau of the Budget. They cover all economically significant products manufactured in the United States except foods, animal and vegetable oils, tobacco and petroleum products, and were used in the collection of production data in the 1947 Census of Manufactures."

Important to the industry is the fact that Amusement Machines, Coin Operated Phonographs and Merchandising Machines are listed among the Class B products.

These are broken down as follows: Amusement Machines consist of Bell-Type, Pin Ball, Skill Game and Strength Testing. The product code number for Amusement Machines is 35792. They are listed under NPA Division "SERV" which means Service Equipment. This NPA Division is headed by Cameron Lynham.

Merchandising Machines also come under "SERV" but their Code is 35791. According to NPA, Merchandising Machines consist of the following: Bulk Confection, Bulk Food, Cigar and Cigarette, Packaged Confection, Packaged Food, Postage Stamps and Sanitary Napkins.

Coin Operated Phonographs product code is 36612. They are listed under NPA Division "ETRX," which is Electronics. This division is headed by John G. Daley. There are no sub-divisions listed under Coin Operated Phonographs.

Merchandising Machines, Amusement And Other Coin-Operated Machines, and Coin Operated Phonographs, all bear the asterisk (*). This means that no application for materials will be accepted for these by the National Production Authority under the CMP (Controlled Materials Plan).

As reported before, this means that the above manufacturers will have to scramble for whatever CMP materials (steel, copper and aluminum) will be left on the market after the firms holding priorities, and those with the right under Class B to file applications for materials, have received whatever quantity they have applied for.

In short, to put it bluntly, NPA regards the coin operated machines industry, in all its divisions, as "non-essential."

But, there is one hitch which comes along in the filing of applications for Class B by the coin operated machines manuacturers. Certain components and sub-assemblies require that applications be filed under CMP-4B.

For example, the phono manufacturers will have to file applications under CMP-4B for such items as: capacitors, coils, loud speakers, phono motor assemblies, resistors, switches, transformers, amplifiers, tubes, lamps, and many, many other items which are incorporated into the modern phonos.

Yet, they cannot file application for materials (copper, steel, aluminum) for the phonographs they manufacture from these units.

In this regard NPA advises:

"Manufacturers are required to file CMP-4B application forms for all the Class B products listed in this manual except those identified by an asterisk (*). Applications for asterisked products will not be accepted."

For example, phonograph needles bear the asterisk (*) and, therefore, tho needed for phonos the manufacturer does not file an application for these.

NPA goes on to say:

"An applicant preparing a Form CMP-4B may include the controlled materials requirements of any Class B components or subassemblies which he makes himself for incorporation in the product covered by the application. If this is done, a statement should be attached to the application listing coded products classes of the Class B components thus included."

Thruout the new Products Assembly Directory, as issued by NPA and including the Official CMP Class B Product List, every type equipment considered non-essential is identified with an asterisk.

But, tho these products are considered non-essential, they are, in a great many cases, using components and subassemblies wherein essential CMP materials (copper, steel, aluminum) are being used and, therefore, applications for these individual units have to be filed.

Beginning with July 1, as this publication has reported many times for many weeks, the scramble will start with all the manufacturers of non-essential products trying to get whatever there is left of the critical CMP materials (copper, steel and aluminum) and which will mean, as experts have already stated, tremendous cuts in production of all non-essential products all down the line.

Music Operators Praise Coven's Dime Play Efforts

BEN COVEN

CHICAGO—Music ops have taken it upon themselves to phone **The Cash Box** offices in this city to advise that much praise is due to Ben Coven and all the employees of Coven Distributing Company, Wurlitzer factory distributors here, for the great effort which they have made, and are making, in behalf of dime play.

According to one op who phoned **The Cash Box,** "The time has come when a lot of us should compliment some of the people who helped put over dime play.

"Many of us met at Coven's place and talked this over. In fact, some of us were competitors, but, after talking with Ben and his men, we decided that dime play was the answer to our problems.

"Not only did Ben Coven and his boys help us to get started, but, they even gave us changeovers and showed us how to get the location owners to cooperate with us", this op continued.

He also said, This very week I was over at Ben's place and told about a location we were having some trouble getting started on dime play.

"Ben went over with me personally. Now we have that spot working on dime play. From all indications it looks to me like this spot will turn out to be one of our best locations."

Other music ops here were just as congratulatory about the Coven firm's efforts in their behalf to help them get dime play started. One op said:

"I bought some of the new Wurlitzers and Ben's men went right out with me to help me get these machines started on 1 play 10c and 3 plays for 25c. These are among my best locations today. Remember, I'm not right in the city. I'm on the outskirts. It's much tougher to get dime play in action there".

The men over at Coven Distributing Co. are working each and every day, they report, to help ops get going with dime play for the ops themselves, they say, have found that dime play is their salvation against rising costs.

New Jersey Music Op Presents Dime Play Plan To Assn.

1 Play 10c; 2 Plays 15c; 3 Plays 20c; 4 Plays 25c

PASSAIC, N. J.—Manny Ehrenfeld, Telmusic Service, Inc., this city, one of the country's most experienced and intelligent music operators, has presented his phonograph association, Music Guild of New Jersey, with a plan to introduce dime play in their state.

"I would love to go along with **The Cash Box** plan, 1 play for 10c; 3 for 25c, but every territory offers different problems, and it appears as if the New Jersey territory isn't ready for this change yet" explained Ehrenfeld to your editor. "Therefore, I offered an alternative plan to our association to make the changeover gradually."

The dime play plan suggested by Ehrenfeld is as follows: 1 play 10c; 2 plays 15c; 3 plays 20c; and 4 plays 25c. The operator, states Ehrenfeld, would have a most simple mechanical change to make in his phonos. All that would be necessary, he states, would be for the operator to arrange to skip the first impulse. "It would work similar to the coin-operated phone boxes," he explained. "The first nickle inserted would not trip the impulse. If two nickles, or a dime was inserted, the first record picked would play. A patron could use the combination of nickles, dimes and quarters to select the number of tunes he wishes. Like the 3 plays for a quarter, the 4 plays for a quarter still gives the patron a bargain, and we'll get more quarters played into the equipment."

The plan has to be considered by the Music Guild of New Jersey, but Ehrenfeld, who knows of what he speaks, states most emphatically, "We must get that dime play or we'll be out of business. The sooner the association gets into action, the better off the entire membership will be."

Wurlitzer Sales Show 60% Increase

Defense Work Program Grows — Will Continue Manufacture Of Juke Boxes As Long As Possible

CHICAGO—At the May 15th meeting of the Wurlitzer Board of Directors, R. C. Rolfing, president, gave a detailed report on the company's status and accomplishments for the fiscal year ended March 31.

Highlights of the report were: Consolidated net sales of all the firm's products, including coin operated phonographs, amounted to $28,768,843.48, exceeding sales of the preceding year by 60%; consolidated net profit after all reserves, but before federal and state income and excess profits taxes was $4,116,338.86, the largest in the company's history. The provision for these taxes was $2,580,000, leaving a net profit for the year of $1,536,338.86, equal to $1.84 per share of common stock.

Defense work is playing an increasingly important role in the Company's activities at the North Tonawanda, New York, and at the DeKalb, Ill. plants. To date, more than $10,000,000 worth of defense contracts have been awarded the Company; and it is expected that total defense contracts will reach more than $15,000,000 by mid-summer.

At the same time, Rolfing stated that Wurlitzer expects to continue producing its music machines—in as large quantities as possible to meet current demand. "The educational and morale-building values of music are universally recognized" said Rolfing, "and the Company is confident it will be permitted to maintain sufficient civilian production to meet demand."

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music op reports:
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READ "CALIFORNIA CLIPPINGS" on PAGE 24

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FITS ALL 5c BOXES
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MIAMI MURMURS

Georgie Holzman of New York, visiting here, threw a party in honor of the engagement of his daughter **Elayne** and her fiance at the Sherry-Frontenac Hotel. Included among the twenty guests were: **Mr. and Mrs. Dave Friedman; Mr. and Mrs. Willie Levey; Mr. and Mrs. Herman Gross; Mr. and Mrs. Paul Pincus; Mr. and Mrs. Morris Marder; Mr. and Mrs. Willie Blatt;** and **Mr. and Mrs. Teddy Blatt,** who were vacationing here at the time. . . . **Lou Koren** sold King Cole Hotel to the Heart Foundation. It will be converted into a hospital (The hotel was converted from a hospital by Koren when he bought it immediately after the war). Lou and Ann left for a visit with their married daughter who lives in Harrisburg, Pa. They will then extend their trip to Chicago, returning to Miami later in the month. . . . **Joe Mangone,** All Coin Amusement Company (Gottlieb distrib) and **Ron Rood,** Southern Music Company, Orlando, Fla. bump into the **Willie Blatts** while taking in the show at Paddock Club. . . . **Ted Bush,** Bush Distributing Company, spends a few days in Jax offices, while **Ozzie Trupman,** manager of the Bush firm, flies to Havana to see what's what at their office there. Bush considered one of the most progressive and enterprising firms in the nation.

Morris Hankin, Atlanta, Ga., reports to his friends here that he opened his arcade and kiddie park at the end of April, and that everything points to a most profitable season. Morris is in fine health these days. . . . **Ely Ross** and **Sam Taran,** Taran Distributing Company, both very active. They report the best spring season, saleswise, in many years. . . . **Milty Green,** American Supreme Music Co., expected back from New York in a week or so. . . . The **Raoul Shapiros,** another couple from the North who "have sand in their shoes." They just bought a home here. . . . Send your congratulations to "Little Napolean" **Blatt** and his missus. They celebrated their 11th wedding anniversary on May 6.

EASTERN FLASHES

A week of summer weather started coinmen talking—not about business, but about swimming, golf and fishing. It also started those ops with locations in resort and seashore areas hustling for last minute purchases for these spots. Many who operate in these areas have been getting ready for several weeks now, but the hot spell called their attention to the fact that the "regular" season is only a few weeks away.

* * * * *

Lou Boasberg and **Ray Bosworth** of New Orleans Novelty Company, New Orleans, La. in town for several days. They were joined here over the week-end by **Bill O'Donnell** of Bally, and enjoyed themselves at the ball games and hit Broadway shows. . . . **Ben Becker,** regional sales representative for Bally has been hustling between New Jersey and New York, working with the firm's distributor, Runyon Sales Company, and the individual operators. In Newark, Becker has been demonstrating both of Bally's new amusement games to operators. Bally "Baseball" and (shuffle game) and "Bright Lights" (five-ball) have been going great in the New Jersey territory, according to **Abe Green** of Runyon. In New York, Becker has been demonstrating Bally "Baseball" on the floor of Runyon's showrooms. All expect the license department to issue its Okay by the end of the week, and then the many orders on Runyon's books will be able to be filled. Becker leaves for a trip to southern New England to set up a number of "Hollycranes". . . . **Barney (Shugy) Sugerman,** Runyon's New York bossman, away from the office the fore part of the week, bedded with a strep throat. . . . **Dick DeCicco,** popular Westchester operator, on coinrow buying equipment. . . . **Joe Young,** Young Distributing, Wurlitzer distributor, states he could use additional space. "These offices, showrooms and shop are ideally located, and originally we would have the space needed" stated Joe, "but right now we're pretty busy, and the added space would come in mighty handy." It's the new 1400 phono, Young reports that's creating the activity.

* * * * *

Lenny Schneller, of Nate Schneller, Inc., Philadelphia, spends several days visiting his distributors in the Eastern area. The firm is now lining up a number of addition distributors thruout the country to supply the demand for this five-ball conversion "Bingo Bango". "Our productino line is being stepped up considerably" stated Lenny, "and we hope we'll be able to supply the demand for this five-ball conversion." . . . **Harry Pearl,** Genco representative, and **Al Simon,** Albert Simon, Inc. (Chicago Coin representative) line up several dates for fishing expeditions. Simon, meanwhile, when his mind is on business, busy with the firm's "Hit Parade" 45 rpm phono, which he states is going very well. . . . **Irving (Kempy) Kempner,** road salesman for Runyon Sales Company, ran quite a house-warming party this past Saturday night. Kempy played host to a number of coinmen who came over to his Jersey home. . . . **Harry** and **Hymie Koeppel,** Koeppel Distributing Company, relax a few moments from their arduous labors during our visit while Harry spins some tales about one of his trips thru the Southland. In addition to some highly interesting experiences, Harry tells us all about the wonderful people he met. . . . Jackson Distributing Company, the new wholesaling firm just opened on coinrow, get into action this week. . . . **Dave Lowy,** Dave Lowy & Company, out hustling biz a great deal these days. . . . **Mike Munves** gets out a new catalog of arcade equipment. This detail handled by brother **Max,** as Mike is too busy seeing that those shipments are gotten out on time.

Manny Ehrenfeld, Telmusic Service, Inc., Passaic, N. J., one of the most progressive and heaviest thinkers among the country's operators. In addition to presenting a new twist for dime play to the Music Guild of America (see story elsewhere), Manny has several other helpful suggestions. One of them, which bears a great deal of merit, is that executives of the Associations of Connecticut, New Jersey and New York meet at regular intervals to exchange ideas and thoughts for the betterment of the industry.

DALLAS DOINGS

We hope that someone comes up with a better fish story than the one we have to offer. After two days at the lake, we have only a sun burn to show. However, it's raining like mad this day and **Joe Matassa** tells us the lake will fill up and fishing will be great this week end. . . . Lunched with the **Mayor of East Waco** and on my right sat **Raymond Williams.** The boys were discussing the bottom that fell out of the used equipment market. This of course prevails only in this territory and I needn't tell you why. . . . Our belated condolences to the family of **Claud Haynes,** who died of a heart attack May 8th. Claud was a long time operator in Dallas and one of the nicest guys we ever had the pleasure of knowing. It will be a long time before any of us forget this easy going guy. . . . **George Wrenn** has hit the road for a week or so making the territory in and around Amarillo. . . . Chatted with **Fred Barber** and he was about the busiest little man I've talked with. Fred says he has talked on the telephone so much that he is developing a case of "Telephonitus". . . . **B. H. Williams** reported in Oklahoma City spending several days with **C. A. Culp** of the Culp Distributing Company. . . . And that **Tommy Chatten** is marooned in Amarillo after 8 inches of rain. Such luck, first it's snow than it's rain. We best think Tommy should remain in Dallas.

H. G. McKinsey of Commercial Music Company returned from Tulsa, Oklahoma with a charming bride. Congrats you two and H. G. bring her around more often. . . . The five player Shuffle Alley is really going good all over the state and marble tables are slowly going out. . . . **Guy Kincannon** drove in from Waco and purchased 12 of the Shuffle Alleys and **W. B. Walton** of Mineral Wells loaded up fifteen. The only worry Commercial Music has, is how to supply the demand. . . . We were glad to have **Karl Schmidt,** of the Rudolph Wurlitzer Company, in Dallas the past few days. . . . As a matter of fact, we love to doll out that southern hospitality.

CHICAGO CHATTER

For almost a month now Chicago's music ops have been featuring dime play in the greater majority of locations here. This has been of interest to all music ops, as well as all music ops' associations, all over the country. These men want to know what's happening. The facts, as gathered together, in a survey this past week by **The Cash Box**, are that the collection averages have gone up about 25% on an overall basis. Also interesting is the report that most ops get about three quarters for every dime in their boxes. This, these ops report, is due to the fact that "people like a bargain". (This being the case, then those west coast ops who propose 1 play 10c and 4 plays for 25c, should get even more quarters than the music ops here are getting with 3 plays for 25c.) Anyway, most important to all coinmen everywhere, who have asked **The Cash Box** what was happening in Chicago, is the statement of Art **Velasquez**, local music op, who sums it all up when he says, "After three complete weeks of 10c play my route has increased 30%. I am of the opinion that 10c play is the salvation of our business. At least now we can compete with rising costs. I'm 100% for dime play". Other ops here like **Paul Golden** of La-Ru Novelty Co., **Charley Leathers** of Progressive Music, **Bob Lindelof** of General Music, **Earl Kies**, manager of Apex and many, many others are all enthused over results from dime play.

Tom Callaghan back on the job. He's looking fine. "Gained back everything but one pound", Tom explains. Also reports he plans a restful vacation. . . . **George Jenkins** all enthused over the great reception given Bally's "Bright Lights". George believes that this is one game that'll put ops back in the running. . . . **Ray Moloney** back from a fast trip to New York. . . . **Jackie Fields** reported to be much enthused over that four-way hot drink dispenser that **Frank Harmon** is building. . . . **Gordon Sutton** now with DuGrenier ciggy machines. . . . **Larry Cooper** in business up in Minnesota. . . . U. S. Savings Bonds for high score awards getting more study by many ops. 'Bout time.

Hear that **George Dick** is back in finance. . . . Arcade biz beginning to enjoy something of a boom. New equip't hard to obtain. Used stuff getting a good price, from all reports. . . . Hear that the shooting galleries will soon have chance to buy that full color target that police dept. and military are using. Three dimensional and looks alive. . . . **Ed Levin** over at ChiCoin all enthused over forthcoming puck game which he says is absolutely revolutionary. "Never ever has there been anything like it", Ed claims. Believes that it will prove most outstanding of all games. . . . **Sam Lewis** of ChiCoin, by the way, out on the road for a long trip thruout the midwest and the far west. Won't be back for some weeks. In the meantime, he'll be making a general survey for the firm while, at the same time, selling "Hit Parade".. . . . **Jerry Haley** reported to be busy with part of Pat Buckley's plastics business and war work over at the Buckley plant.

Charley Pieri joins up with Monarch Coin here and will be sales manager for the firm. Charley formerly with Exhibit and then Keeney. . . . **Frank Mencuri** of Exhibit still on the road. Was expected to return late last week. . . . **Mike Hammergren** will have a very interesting announcement. . . . **Les Rieck** over at H. C. Evans & Co. reports production of Constellation phonos going right ahead. About 100% above last year. This is believed due to bigger facilities the firm now has and more widespread acceptance of the phono itself. . . . **Dick Eaton** celebrated a birthday here in town and the boys tore a case apart with him. . . . Happy Birthday to: **Art Pockrass** of Philadelphia; **Ed Furlow** of Dallas; **Wally Finke** of Chicago; **Art Sauve** of Detroit and W. Palm Beach; **Phil Greenberg** of Pittsburgh and **Lyn Durant** of this Windy City. . . . **Phil Weinberg** and **Herman Paster** had themselves a time talking things over. . . . **Gil Kitt** seen at the Chez. . . . **Ed Wurgler** of Wurlitzer was in San Francisco to hold western regional distribs meet. . . . Tho amusement machines, merchandisers and phonos listed in Class "B" by NPA none considered essential.

Ben Coven is one of the busiest distribs around town. Ben got working fast with Bally "Baseball" and was going ahead at top speed when Bally surprised him with the new "Bright Lights" game. The result was to jam Ben with orders from all around his territory. These orders, in addition to the fine job Ben is doing with the new Wurlitzers, have Coven Distrib. Co. busier than ever. . . . **M. A. Miller**, well known phono needle mfr., has quite an aggregation of men formerly with needle mfrs. **Gene Steffens**, who is sales manager, well known to all, formerly with Permo. **Bill Hemminger**, formerly with Aeropoint. **Phil Spink**, formerly with Jensen. . . . **Vince Shay** a busy, busy man at his new Music Mart. Within a few weeks, Vince expects to be rolling big, but with only the very finest type of reconditioned music equipment. In the meantime Vince busy answering congratulations from friends everywhere in the nation on his return to the coinbiz.

Bill DeSelm busier than ever as United's A-B-C gets hotter and hotter by the second. Bill handles about 40 long distance phone calls per day. Which is probably a record for any sales manager. And because he simply can't get off the phones, he's keeping **Johnny (Glamor Boy) Casola** at the next desk, to help take care of the phone calls. . . . **Ray Riehl** now being kept busy over at United with the war work the firm is obtaining. . . . **Herb Oettinger** isn't too happy with baseball this year. Hasn't as many customers as he had last year. . . . **Sam Stern** over at Williams Mfg. Co. very busy these days . . . **Milt Marmer** of Sicking, Inc. (son of **Bill Marmer**) in town this past week covering the firm's many manufacturers. . . . Randolph Street may soon see a big, new, and impressive Arcade, along the lines of the New York arcades, concessions and all. . . . Congrates to **Ed Newell**, Mgr. of Williams Distribs., Memphis, Tenn., on birth of **E. H. Newell, Jr.**, all of 8 big, blessed pounds.

Remember—there's nothing wrong with the business—that a hit game won't cure, and cure fast. It's not like the leaders in this field to cry, "Business is bad". That sort of thing went out with penny play games. The real truth of the matter is to create a new, thrilling game that appeals to the public and, therefore, brings in the coin, then the entire industry awakens. The shuffles and rebounds also answered that sometime back. Ops seem to have the money to buy when a real moneymaker is introduced. They always have the money to buy, because that's their business—to buy and make money. Just have someone bring about a real hit game and all will again admit, "There's nothing wrong with this business that a hit game won't cure."

NOW DELIVERING
GREATEST OF 'EM ALL!!
Bally Bright Lights
THE GAME YOU'VE BEEN WAITING FOR!

BALLY BASEBALL
Greatest skill shuffle game of all time. This is the game that is making money for operators everywhere. WE ARE DELIVERING!! PHONE, WRITE, WIRE, CALL TODAY.

WURLITZER 1400-1450
"THE BEST PHONOS FOR '51". Everyone agrees that the NEW Wurlitzer Models 1400 and 1450 are the greatest automatic phonographs that have ever yet been produced. See them. Hear them. BUY ONE INSTEAD OF TWO. Phone us NOW!!

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3181 Elston Chicago 18, Ill.
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All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

Authorized Distributors for
WURLITZER PHONOGRAPHS Models 1400 & 1450
BALLY PRODUCTS - PERMO POINT NEEDLES

WANTED
BY ONE OF CHICAGO'S MAJOR MANUFACTURERS

. . . . ideas, inventions or completed working models of all types of new coin operated machines. Your product, idea or invention, if it meets approval, will be given complete and immediate attention. You will be contacted directly after receipt of your first letter. You can write in full confidence. You are assured complete protection.

Give Full Details to . . .
Box No. 150
c/o The Cash Box, 32 W. Randolph St., Chicago 1, Ill.

DIME PLAY IS HERE TO STAY!

FOR ONLY $1.00 and 10 MINUTES TIME
CONVERT PACKARD BOXES TO DIME PLAY

10c TURN KNOB TO YOUR CHOICE BEFORE DEPOSITING DIME Attendant will gladly make change. **10c**

† New Glass In Hawley Convertor Kit †

Includes Dime Bushings and Parts for National
HCK 100 FOR OLD STYLE PACKARDS—HCK 700 FOR NEW STYLE
$1.00—Lots of 25 • Under 25—$1.25

TAKES ONLY A SCREWDRIVER TO MAKE THE CHANGE!

Also Available: Hawley Adaptor for Seeburg M100 A
Connects 30-wire Boxes to Best Side of 24 Records.
For 78 RPM—$39.95 . . . Available June 15: Model HA 100 B for 45 RPM—$39.95.
25% Required With All Orders

• NOW AT OUR NEW AND LARGER QUARTERS •

J. R. HAWLEY DISTRIBUTING CO.

2730 WEST PICO BLVD. LOS ANGELES 6, CALIF.
(Phone: REpublic 3-4409)

THE MOST PROFITABLE, ECONOMICAL & BEAUTIFUL PHONO EVER DESIGNED

Chicago Coin's

"HIT PARADE"

THE ONLY "45" PHONOGRAPH

WITH EVERY PROFIT-MAKING FEATURE! SEE FOR YOURSELF!

Charles Pieri Named Monarch Coin Mach. Co. Sales Manager

CHARLES I. PIERI

CHICAGO—As of Monday, May 14, Charley Pieri, formerly sales manager for Exhibit Supply Company and then J. H. Keeney & Company, Inc., took over the position of sales manager for Monarch Coin Machine Co., this city.

With his long experience in the field, and with his wide acquaintance among coinmen everywhere in the country, officials of Monarch Coin believe that Charley will prove himself invaluable.

His understanding of the business, as well as his constant coverage of the trade, gives ops a man who can help them with their problems, according to execs of this firm.

Pieri himself stated, "I believe that this is the first really permanent connection I have made in the industry.

"I have always admired Roy Bazelon and the others here at Monarch and we always got along fine.

"When this opportunity presented itself, I took instant advantage of it, and believe, within a short time, that all of Monarch's many customers in this area, and thruout the nation as well, are going to find they will be receiving service of a nature which is unequalled by any other distributing firm in all the industry."

Many have already called around at Charley's offices to congratulate him on his new position.

A Minnesota Fish Story

The Minnesota "Fishing Season" opened up officially on Saturday, May 12th and from all reports there were more fishermen on the lake than there were "fish"! All told, it was a grand opening season with good weather on Sunday.

Naturally, this makes the operators in the resort country feel much better because this is their big season and of course, more fishermen means more coins dropping into the cash boxes of bowlers, phonoraphs and pin games. Quite a few of the operators also took advantage of the "opening season weekend" and got their licks in.

CALIFORNIA CLIPPINGS

DIME PHONO PLAY BOOMS COLLECTIONS

Many thanks to **Johnny Hawley** for the fine, factual data on conversion to dime play on music. Speaking to the enterprising Hawley, who will soon be moved over to new and larger quarters at 2720 W. Pico Blvd. in the heart of L. A.'s Coin Row, we learned a few weeks ago that he was in the process of putting out a dime play conversion kit for the Packard Box and was about to start work on quick, inexpensive kits for other machines. Hawley brings back with him from his SanDiego trip these quotes and comments re the dime play situation from San Diego's best known music ops. **George Bucknam**, president of San Diego Music Inc., operators of about 300 machines and over 2000 boxes, had this to say: "We have changed over about one-third of our route and are converting the balance as rapidly as we can. We are refinishing and rebuilding all of our equipment as we convert. Just tell the operator to try dime play on one spot and they will change them all. Don't ask the locations if you can change over. Just tell them it's necessary for you to change to dime play to stay in business. Then do it."

Bucknam goes on to report an average increase of 50% on converted spots while nickel spots just hold their own. And he closes with these words: "After completing our conversion to dime play, I will never operate another nickel machine as long as I live." A strong statement and other top ops in San Diego back him up.

Noble Crater, who operates 60 machines, says, "I'm changing everything. I can't change a few. My locations won't stand for me to leave them on a nickel if their neighbors have changed over to dime play. We show better than a 25% increase on an overall basis. Some spots have doubled, a few stayed the same at first but increased steadily after the first week. Your top spots are where you will see the greatest increase."

Bill French: "We are changing over as fast as we can on all of our spots. There has been some pressure from one location to change back, but we aren't going to do it. Our take is up about 25%, not one spot has dropped in take and some have nearly doubled."

Morrie Sarver, with 65 pieces: "Dime spots are up 50%, while take on the nickel spots has remained the same."

E. E. Peterson, with 200 pieces: "We are all cooperating on dime play and it's first time in history of San Diego all ops have pulled together. It's the only thing that can keep us in business. Dime play is just like getting two spots with the same equipment. My lowest increase was 15%, average about 40%."

Pappy Laret, with 300 units: "It is all we can do to keep up with the locations who are requesting the change to dime play."

In concluding his survey, Johnny Hawley notes that San Diego and its experience with dime play is typical of any other operation in the United States. He points out that all the boys reported dime play was not hampered by type of location, age of machine or any other factor of operation. And to back up his own convictions on this matter, Johnny has switched over to dime play on several of his locations, pioneering with the Culver City area. We also understand that IBEW affiliated music ops were due to take a vote on dime play in Los Angeles at a meeting within a few nights.

Paul and Lucille Laymon drove up to San Francisco to attend the Wurlitzer western distributor meeting at the Sir Francis Drake, where **Ed Wurgler** headed a delegation from the plant to chat over production and sales with the local folk. The Laymons decided to make it a leisurely trip and weren't due back at home base for five days . . . **Charlie Daniels** introduced us to Bally's new high kicking "Bright Lights" and we also tried a few on Bally's real skill-requiring "Baseball" . . . On the Row: Gardena's **Lee Walker** . . . **Johnny Ketchersid** of San Pedro . . . **Bob Boyd, E. E. Peterson** and **Alan Crowe** of San Diego . . . **Milton Noriega** and **Lawrence Raya** from Colton . . . Southgate's **Pete Shupp** and **Johnny Lantz** . . . **Al Cicero** from Santa Maria . . . Claremont's **Jack Mallette** . . . **S. L. Griffin** and **Lloyd Barrett** from Pomona.

MINNEAPOLIS, MINN.

Ernie Grest, of Little Falls, who has not been in the Twin Cities for some time seen around. Ernie had not been feeling well of late but says he's feeling much better now . . . **Leo Berkowitz** of the B & B Novelty Company, Superior, Wis. made a quick trip into town and told us that they were so busy that **Earl Berkowitz** could not get away to come down here with him . . . **Stub Schoefter** of Valley City, N. D. also was in town for just a few hours . . . **Fred Grohs**, well-known St. Paul operator was glad to see this nice weather come around because it will give him more time out on the golf links. We understand that Fred shoots a pretty good game of golf too! . . . **Harry Nold** of Cambridge, was also seen in town . . . **Morris Anseeuw** of Minnesota stopped in to pick up some records and he informed us his wife is in the hospital and she is starting to feel better now . . . **Ray** and **Don Kohner** were in town visiting the distributors and while here they also took in a little of the ABC Bowling Tournament in St. Paul . . . **Al Eggermont** and his wife from Marshall, were also seen at the various distributors' offices.

The Lieberman Music Company, Wurlitzer Distributor, has had all sorts of requests and drawings describing the kind of parts the operators want but the parts order received from the Austin Sales Co. was really unique and right to the point. **Bill Hanf** had taken a picture of one of his mechanics holding a Wurlitzer Phonograph part pointing to the exact part that he wanted . . . Some of the operators who made quick trips into town were **Jerry Hardwig** of St. Cloud; **Phil Stang** of Jordan; **Elgin McDaniel** of Wadena; **Ernest Waytassek** of Cayuga, N. D.; and **Cap Keister** of Frontenac.

In town to look over "what's new" were **Hank Kreuger** of the Fairfax Novelty Co. and his right hand man, **Bob Lammers** who is operating the St. Cloud route. Also in from the St. Cloud territory was **Charles Bohnen** . . . **Tom Kady** and his son **Norman** of Grand Forks, N. D. finally made a trip into town this week. They said they wanted to look over "what's new in machines" and then had to get back to take care of the route because business was really "booming!" . . . **Billy Cohen**, of the Silent Sales Company is back on the job again after spending a good part of the winter down in Phoenix, Arizona.

Appoints Distribs For Pin Game Conversion

LENNY SCHNELLER

PHILADELPHIA, PA. — Lenny Schneller, in charge of sales for Nate Schneller, Inc., this city, this week released the names of distributors appointed up to this date, who are handling the sale of the firm's newest pinball conversion "Bingo Bango".

Altho the game has been in production for some weeks now, Schneller has only been able to appoint a handful of distributing firms due to the large and insistant demand for deliveries.

"Operators have reported wonderful acceptance by the public of 'Bingo Bango'" stated Lenny, "and those distributors who are selling the game have kept us hustling to keep them supplied. However, we are accelerating our production lines, and will soon make further announcements of additional firms who will act as our distributors thruout the nation."

Firms now listed are: T. B. Holliday Company, Charlotte, N. C.; Double-U Sales Company, Baltimore, Md.; Irving Morris Company and R & Y Company, Newark, N. J. (who are splitting the territory); Consolidated Distributing Company, Kansas City, Mo.; and General Distributing Company, Dallas, Tex.

Bally Service School For June

CHICAGO — Bob Breither, Bally Manufacturing Company, this city, announced the dates of the firm's Service School for the month of June.

The three day session will be held on Monday, June 11; Tuesday, June 12; and Wednesday, June 13. Classes start at 10 A.M.

Breither asks that coinmen send him a note, stating names of those who will attend and on which dates they expect to be on hand.

GETS THE POPULAR PLAY EVERYWHERE!!

If it were permissable to publish the actual EARNINGS from operators reports—there would be no need to tell you more. 'GUN PATROL' is an exciting event of today, proving itself daily for nickels, dimes, quarters. Aiming and shooting at 'front line' scenes call for the same skill, the same quick eye and finger on the trigger with an accurate shooting gun that also kicks with each shot. Players keep at it—becoming a daily practice habit to attain perfection as a marksman.

'GUN PATROL'—in appearance on location is today's smartest looking player attraction. On the inside you see fast moving mechanized battle convoys—in a colorful 'front line' battle scene. Flashing colored lights simulating bursting bombs with each scoring hit. Vends ticket for skill award. Adjustable for skill control. Operate 'GUN PATROL' everywhere. No legal restrictions.

Get Yours Now . . . While You Can

THE EXHIBIT SUPPLY CO.
4218-4230 W. LAKE ST., CHICAGO 24, ILL.

DIME PLAY SHOWS INCREASE OF 50%

GEORGE BUCKNAM

San Diego, Calif., music op reports:

"Collections show an increase of 50% on dime spots, while nickel spots just hold their own."

READ "CALIFORNIA CLIPPINGS" COLUMN ON OPPOSITE PAGE

Let Us Arrange a

FREE DEMONSTRATION

of the Keeney Deluxe Electric

CIGARETTE VENDOR

★ For MORE THAN 3 YEARS operators have made much more money with service costs at an all-time low. Features: ● 432 pack capacity ★ Easy loading with swing-up top ● 3-way match vending ● Alternate front and rear column vending ★ Quick price changes ● Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 32, Ill.

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CLASSIFIED AD RATE
8 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special ($48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 8c per word. Please count words carefully.

CLASSIFIED DISPLAY — Rate 75c per agate line ($10.50 per column inch). No outside borders. Only light faced type used.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT The Cash Box, Empire State Building, New York 1, N. Y.

WANT

WANT — United 5-Player Shuffle Alley; United 4-Player Shuffle Alley; United 2-Player Shuffle Alley. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, O. Tel.: SUperior 1-4600.

WANT — Late model phonographs. Will pay cash. Will pick up within a radius of 300 miles. KOEPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 19, N. Y. Tel.: CI 6-8939.

WANT—Will pay cash for Champions, Citations, Gold Cups, late Rock-Olas, Seeburgs, Wurlitzers and AMI's, and Accessories. Send us your list. AMERICAN DISTRIBUTING CO., 325 E. NUEVA ST., SAN ANTONIO, TEX. Tel.: TRavis 8858.

WANT—Photomatics, Voice-O-Graphs, ChiCoin Basketball Champs, Seeburg Bear Guns, Evans Tommy Guns, Skyfighters, Chi-Coin Midget Skee Balls, Pitch 'Em and Bat 'Ems, Exibit Dale Guns, ChiCoin Pistols and all other Arcade Equipment. State condition and price. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel: BRyant 9-6677.

WANT—One or a hundred phonos and games of all kinds. Cash waiting. Will buy your complete route of music or games. Also want: tubes, parts, supplies of all kinds. Write, Wire, Phone. C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: DUnkirk 3-1810).

WANT—Phonographs, pre-war and latest models. State price wanted, mechanical condition, appearance, quantity you have, and when ready to ship, in first letter. BOLIVAR RADIO, BOLIVAR 14, MEXICO CITY, MEXICO.

WANT — All post-war games, phonographs, wall boxes, scales, arcade. All hideaways, speakers, adaptors, motors, Wurlitzer and Seeburg steppers, etc. Write stating condition and prices. ST. THOMAS COIN SALES, ST. THOMAS, CANADA. Tel.: 2648.

WANT—Will pay highest prices for Bally Triumph. Any condition as long as you have all parts. No lot too large or too small. J. DE LUCA, 8031 ST. GERARD ST., MONTREAL, QUE., CANADA.

WANT—Will buy used phonograph records made before 1940; any quantity or dealers stock. Will pay $15 to $30 per hundred. Some labels are Paramount; Gennett; Victor; Columbia; Brunswick; Bluebird; Vocalion; Decca; Q. R. S. JACOB S. SCHNEIDER, 128 W. 66th ST., NEW YORK 23, N. Y.

WANT—We want late model phonographs, wall boxes, five ball games, amusement games, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH.

WANT — Voice-O-Graph; Photomatic (post-war); Chicago Coin Basketball; Chicago Coin Goalee; Popcorn Vendors; Coke Vendors. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVE. N., MINNEAPOLIS 11, MINN.

WANT—By Operator: Bally One-Balls: Citation, Champion, Turf King. Also late 5-balls and post-war phonographs. All machines must be A-1 and ready for location. ACTIVE AMUSEMENT CO., 501 NORTH GOSSET ST., ANDERSON, S. C. Tel.: 2310.

WANT—Used, new or surplus stock records. At this time we will purchase unlimited quantity of any type records (except Race). Top prices paid. We pay freight. Write immediately. USED RECORD EXCHANGE. Anthony "Tony" Galgano, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: DIckens 2-7060.

WANT—Your used or surplus records. We buy all year round and pay top prices. No blues or race. Not lot too large or too small. We also buy closeout inventories complete. BEACON SHOPS, 905 NO. MAIN PROVIDENCE 4, R. I.

WANT — United two-player Shuffle Alley Express; United Shuffle Skills; Universal Twin Bowlers. Can use unlimited quantity. Phone, wire: RITEWAY SALES & MFG. CO., INC., 615 10th AVE., NEW YORK, N. Y. Tel.: JUdson 6-1865.

WANT—Your used Juke Box records and new records. Will buy dealer's inventory and surplus store stock. Unlimited quantity. Top prices paid. We pay freight. HARMEL MUSIC CO., 4378 BEDFORD AVE., BROOKLYN 29, N. Y. Tel.: NIghtingale 8-6400.

WANT—Used Juke Box records, popular, hillbillies and polkas. Any quantity. Will pay highest prices. Give full details in first letter. F. A. WIEDEL, 2440 N. ORCHARD ST., CHICAGO 14, ILL.

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 5 PARKHURST ST., NEWARK 2, N. J.

WANT — Mechanic capable fixing all types shuffle alleys. Must run 40 game route exclusively. State experience, references, salary desired. BOX # 145, c/o THE CASH BOX, EMPIRE STATE BLDG., NEW YORK, N. Y.

FOR SALE

FOR SALE—Juke Box Routes: W. L.A.—20 late phonos, 54 counter boxes. Old est. Income $500 mo. Price $6,000; SO. EAST L.A.—25 latest phonos. Old est. Income over $700 mo. Price $10,800; SAN BERNARDINO—28 newest phonos and games. Old est. locations. Can be serviced 20 hours weekly. Income $1,400 mo. Price $17,500; LONG BEACH—22 newest phonos, mostly Seeburg 1100's, 71 counter boxes. Very old est. Income $350 week. Price $21,750; SO. EAST L.A.—51 newest phonos plus many counter boxes and auxiliary equipment. Old est. Income $500 week. Price $25,000. The above routes may be handled for ½ cash. Will finance balance if desired. BADGER SALES CO., 2251 W. PICO BLVD., LOS ANGELES, CALIF. Tel.: DU 72243.

CLASSIFIED ADVERTISING SECTION

FOR SALE—40 Selection AMI Model "C"; 100 Selection Seeburg 1949 or 1950 Model. Write. Dale Guns, Shuffleboards; Shuffle Alleys, twins or singles; Pin Balls, Roll Down games. We deliver free in Wisconsin, also help new operators start routes. LAKE NOVELTY CO., OMRO, WIS.

FOR SALE—Buy your finest reconditioned Wurlitzer phonographs from the World's Largest Wurlitzer Distributor. Genuine parts, factory trained mechanics. Competitively priced. Also reconditioned cigarette machines. Write us before you buy. YOUNG DISTRIBUTING, 599 TENTH AVE., NEW YORK, N. Y. Tel.: CHickering 4-5050.

FOR SALE — Louisiana Operators; Factory rebuilt and new Slots, Winter Books, Arrow Bells, Clover Bells, Super Bells, Buckley Parleys. Write for prices. LOUISIANA COIN MACHINE CO., BOX 861, LAFAYETTE, LA. Tel.: 2441.

FOR SALE—All types of new and used Games and Phonographs. We are Michigan Distributors for AMI; Williams; Keeney; Genco; Permo Point Needles; Wax-Ola Wax. Wire, phone, write: MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. (Tel: 9-8632); or 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel: TYler 8-2230.

FOR SALE—Large stock used Bally One-Balls. First come, first served. Call, wire or write: REDD DISTRIBUTING COMPANY, 298 LINCOLN ST., ALLSTON, MASS. (Branch Office: 811 Union St., W. Springfield, Mass.)

FOR SALE—4 1 ball Citations, A # 1 condition. Also 3 California Shuffleboards; 2 Shuffleboards; 10 Pin conversions. M. J. COLBERT, NEBRASKA CITY, NEBR.

FOR SALE — Citations $175; Champions $225; Gold Cup $95; Seeburg Colonel $75; Clover Bells $450; Draw Bells $125. Will trade for United ABC. AUTOMATIC MUSIC CO., 701 MAIN STREET, BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—250 Rolldowns: Total Rolls; Advance Rolls; A.B.C. Roll Down; Big City; Bingo Rolls; Hy-Rolls; One World; Pro-Score; Singapore; Sportsman. Make us an offer on all or part. CLEVELAND COIN, 2021 PROSPECT, CLEVELAND, O. Tel.: TOwer 1-6715.

FOR SALE—Star Series $125; Quarterback $65; Rip Snorter $100; Maryland $85; Freshie $125; Just 21 $75; CC Shuffle Baseball and Bowlettes $50 ea.; Shuffle Alley with U/c $65. WANT Bing-A-Rolls at $35 ea. F.O.B. Schenectady. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE — Special: United Skee Alleys $210; Gottlieb Knockouts $165; Gottlieb Jokers $155; Genco brand new Tri-Scores, in original crates, $175; Genco Tri-Scores, slightly used, $145; Chicago Coin Majors '49 $37.50; Photo Finishes $235; Turf Kings, like new, write for single and quantity price; Champions, expertly refinished $245; United Team Hockeys, brand new, $135; Exhibit Pony Expresses, used very little $265. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel: CAnal 5306.

FOR SALE — Dale Gun (Removable Top) $79.50; Keeney Submarine $89.50; Select-A-Card $99.50; South Pacific $99.50; Playland $125; Sweetheart $125; Harvest Time $135; Georgia $135; Pin Bowler $135; Lite-A-Line (new) $125. 1/3 Deposit, balance C.O.D. MERIT INDUSTRIES, 542 W. 63rd ST., CHICAGO, ILL. Tel.: ENglewood 4-9202 and 4-9204.

FOR SALE—1 Packard 1946 Hideaway and 4 Packard Wall Boxes $147.50; 1 Wurlitzer 1100 $390; 6 Seeburg 5c Model WS-2Z Wall Boxes $9; 5000 used records 7c ea.; 9 Wurlitzer 3021 Wall Boxes $14. MITCH GOLISH MUSIC CO., 20 W. POPULAR ST., HARRISBURG, ILL.

FOR SALE—(1) Three Gun ABT Rifle Sport Shooting Gallery, complete; (1) Six Gun ABT Rifle Sport Shooting Gallery, complete. Both are just like new and have Black Lite Feature. Write for price. 10,000 late used records, ready for shipment, $40 per thousand. BUSH DISTRIBUTING CO., 286 N.W. 29th ST., MIAMI 37, FLA. Tel.: 3-4623.

FOR SALE—Special Bargains! Wurlitzer 1100 $399; Wurlitzer 1015 $249; Wurlitzer 1080 $249. Machines thoroughly reconditioned and refinished with Davis six point guarantee. Phone 5-5194, or write: DAVIS DISTRIBUTING CORP., 738 ERIE BLVD. E., SYRACUSE, N. Y.

FOR SALE—Hard-to-get Parts and Supplies. We have stock on hand. Let us know your needs. Our prices are right. We also have complete stock of used games and phonographs of all kinds. COVEN DISTRIBUTING CO., INC., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: INdependence 3-2210.

FOR SALE—Guaranteed used phonographs, all makes; Pinball Machines; Bowling Alley. These machines are perfect, the price is right. Write for literature. F. A. B. DISTRIBUTING CO., INC., 304 IVY STREET, N.E., ATLANTA, GA.; 1019 BARONNE STREET, NEW ORLEANS, LA.; 911 GERVAIS STREET, COLUMBIA, S. C.

FOR SALE—Hollycranes, new or used, free or non-free play. Priced Right. Lucky Inning, new original crate $125; United, Rock-Ola, Genco Shuffle Alleys $25 each; Bally $35; Williams Double Header $125. J. ROSENFELD CO., 3220 OLIVE ST., ST. LOUIS 3, MO. Tel.: OLive 2800.

FOR SALE—Rock-Ola Rockets, trade-ins out of this world; Wurlitzer 1015 $199.50; Wurlitzer Hideaway $79.50; Wurlitzer 750E $79.50; Wurlitzer 800 $89.50; Wurlitzer Twin Twelve Hideaway $49.50; Buttons & Bows $79.50; Round Up $39.50; Jack 'N Jill $29.50; South Pacific $65; Old Faithful $99.50; Just 21 $79.50; United Shuffle Alley $39.50; United Shuffle Alley Express $69.50; United Shuffle Alley w/con $49.50; Keeney Double Bowler $145; Williams Double Bowler $125. Large selection of Bar Boxes, Speakers to choose from. DAN SAVAGE NOVELTY CO., 940 ELM ST., BELOIT, WIS. Tel.: COllege 2599-W.

FOR SALE—5 Seeburg M-100's in perfect condition $789 ea.; 1 heavy gauge canvas tent 40'x80' $429; 12 Juice Mixers, 10 gal. each, monel metal, ¼ hp. motor, ice cooled 2 faucets $99.50; WANT — Bally's Eurekas and Attentions. AMERICAN AMUSEMENT CO.; 628 MONTGOMERY ST., SYRACUSE, N. Y.

FOR SALE—America's finest reconditioned phonographs and music accessories, Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVE., DETROIT 21. MICH. Tel.: UNiversity 4-0773.

FOR SALE—Thrillwood Records, unbreakable, mail orders filled, boxes of 25 $14 postpaid tax incl. Singles $1. Alpha Distributing Co., 10th Ave., N. Y. C. "My Sugar Lump"—"My World Is Made Of Music" 104. "A Merry Bachelor"—"Mary (A Ball Of Fire)" 106. THRILLWOOD RECORDS, BOX 286. NORTH BERGEN, N. J.

CLASSIFIED ADVERTISING SECTION

FOR SALE—3 Wurlitzer 1250's like new, write; 1 Wurlitzer 750-E $95; 2 Wurlitzer 700's $80 ea.; 6 Wurlitzer Twin 12 Hideaway's $30 ea.; 2 Packard Manhattan's $150 ea.; 10 Aireon 1947 Supers $50 ea.; 3 Aireon Fiesta's $95 ea.; 4 Encore Wall Boxes $12 ea.; 8 WS2Z SEEburg Wall Boxes $4 ea.; 25 Packard Wall Boxes $12 ea. 1/3 deposit, balance C.O.D. DIXON DISTRIBUTORS, 3808 SOUTHERN BLVD., YOUNGSTOWN, O. Tel: 87515.

FOR SALE — Complete line of used equipment on hand: Phonographs; Shuffle Games; etc. Tell ns what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Genco and others. TARAN DISTRIBUTING, INC., 2820 N.W. 7th Ave., MIAMI 34, FLA. Tel.: 3-7648.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before yon buy get our quotation first. COMMERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel: RIverside 4131.

FOR SALE—5 Seeburg Gem Chassis in metal cabinets with Packard 30-wire adapters $50 ea.; 50 Buckley 1942 Boxes, 20 and 24 selection, $5 ea. All equipment usable and in good operating condition. HUGHES ELECTRIC CO., LADOGA, IND. Tel.: 17.

FOR SALE — Needles. Top-quality juke box needles at lowest prices. All type needles to fit any machine; both osmium and sapphire points. Immediate delivery! Call or write: JENSEN INDUSTRIES, INC., 329 SOUTH WOOD STREET, CHICAGO 12, ILL.

FOR SALE—Photo Studio Booth with two cameras $350; 5 Bally Entries $65; 1 Gottlieb Daily Races $45; 7 Victory Derbies $35; 2 Yankee Traveling Cranes on wheels $45; 1 Liberator $85; 1 Play Ball. Will Trade for Turf Kings, etc. STANLEY AMUSEMENT CO., 5225 SO. TACOMA WAY, TACOMA, WASH. Tel.: HI 5110.

FOR SALE — One-Balls at special prices! Brand new Turf Kings, write; rcconditioned Turf Kings, write; Champions $245; Citations $139.50. All Guaranteed A-1. EMPIRE COIN MACHINE EXCHANGE, 1012 MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: EVerglade 4-2600.

FOR SALE—Best Buys In Town! Two Wisconsin five ball flipper tables $25 ea.; One Monterrey five ball flipper table $25; One Selector Card five ball flipper table $45; One Just 21 five ball flipper table $45; One Humpty Dumpty five ball flipper table $25; Twelve pre-war Seeburg 5c remote control Wall Boxes $7.50 ea.; Two Seeburg Bear Guns $350 ea.; One Wurlitzer 1100 $450; Two Winners one ball free play $350 ea.; One Photo Finish one ball free play $225; One Special Entry one ball free play $75; Six Seeburg Six Shooters $250 ea.; Four Turf Kings one ball free play, practically new, Write. All machines in good condition, ready for location. Deposit required with all orders. LEE NOVELTY CO., ROBERT EHRHARDT, SR., 1004 SPRING ST., SHREVEPORT, LA. Tels.: 2-4545 and 3-3625.

FOR SALE — Bally Citations, Champions, Turf-Kings; Universal Winners, new and used Consoles and slots. We now have in stock Bally's Futurity and other games. West Virginia Bally Distributors. ALLAN SALES INC., 928-30 MARKET ST., WHEELING, W. VA. Tel.: WHeeling 5472.

FOR SALE—For the best price in the country on used Bally One-Balls, contact us. UPSTATE AMUSEMENT CO., 715 SHERMAN ST., WATERTOWN, N. Y. Tel.: 1027.

FOR SALE — Chicago Coin Classic $135; Universal Super Twin Bowler $135; Bally Speed Bowler $100; Shuffle Alley with fly-away pins $50. ALLIED COIN MACHINE CO., 766 MILWAUKEE AVE., CHICAGO 22, ILL.

FOR SALE—Royal Shuffleboards $85; Horsecollar and Royal scoring units $75; Jockey Specials $95; Gold Cups $115; Sonth Pacifics $80; Bally Speed Bowlers $145; Williams DeLuxe Bowlers $80. SYSTEM AMUSEMENT CO., 810 WEST SECOND AVE., SPOKANE, WASH.

FOR SALE—Big Handicap back glass conversion for your Citation. Completely new. 15 new beautiful exciting colors. Get extra profits from your Citations. Order now—$17.45. One-third deposit, balance C.O.D. OHIO SPECIALTY CO., 29 WEST COURT ST., CINCINNATI 2, OHIO.

FOR SALE—20 Hunter Ball Gum Machines, 8 with stands. Make offer. RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y.

FOR SALE — Used Phonograph Records taken from our routes. BIRMINGHAM VENDING COMPANY, 540 2nd AVENUE, NORTH, BIRMINGHAM 4, ALA.

FOR SALE—New England's Largest Stock—New Machines, finest parts and service department. Exclusive distributor for Wurlitzer, Bally, United, Chicago Coin, Keeney, Exhibit. REDD DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, MASS. Tel.: AL 4-4040—and REDD DISTRIBUTING CO., INC., 811 UNION ST., WEST SPRINGFIELD, MASS. Tel.: 6-5418.

FOR SALE—Fighting Irish $185; 4 Horsemen $185; Sharp Shooter $125; Select-A-Card $150; Telecard $125; College Daze $125; Sweetheart $175; Pin Bowler $175; One-Two-Three $95; Tahiti $95; Nifty $185; Just 21 $100; Wisconsin $65; South Pacific $125; Trade Winds $60; Mardi Gras $50; Williams Quarterback $100. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYler 4-3810.

FOR SALE—Close-out specials: College Daze $125; Old Faithful $125; K. C. Jones $125; Rocket $125; Harvest Time $145; Four Horsemen $165. New Close-outs: Thing $175; Playball $150; Six Shooter $300; Bowlette $135. LEHIGH SPECIALTY CO., 826 N. BROAD ST., PHILADELPHIA 30, PA. Tel.: PO 5-3299.

FOR SALE—Two Manhattan Packard phonographs, like new. $189.50 ea. WESTERN DISTRIBUTORS, 1226 SOUTHWEST 16th AVENUE, PORTLAND 5, ORE.

FOR SALE — Or Exchange for non-coin operated items: 10 Bowling, 5 Pinball, 1 Shuffle-Skill, 1 Shnffle-Mite; 1 Shuffle-Baseball, 1 Juke Box, used machines. Principals send offers or propositions in detail in first response. SELECT AMUSEMENTS, BOX 288, NORTH ARLINGTON, N. J.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. WILLIAMSPORT AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—2 Gottlieb Bowlettes $65 ea.; 1 ChiCoin Pistol Pete $135; 2 United Shuffle Alleys $35 ea.; 1 Bally Entry FP $65; 1 Wurlitzer 1100 phonograph $400. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA STREET, EVANSVILLE 10, IND.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Back Glasses for Jockey Special and Special Entry $8.95 ea.; Back Glasses for Victory Special, Victory Derby, '41 Derby and many others $4.95 ea.; Personal Music Boxes (like new) $1 ea. JACK R. MOORE CO., 1615 S.W. 14th AVE., PORTLAND, ORE.

FOR SALE — Wurlitzer 3031 Boxes $14.50; Model 850's $65; 2 Exhibit Strikes, like new, $165 ea.; Exhibit Bowl Lane $195; Bally Champions $395; Citations $275; Model 120 and 125 Wall Boxes $2.50 ea.; Model 320 Sweet Music $5. 1/3 cash. CENTRAL MUSIC DISTRIBUTING CO., 1523 GRAND AVE., KANSAS CITY, MO.

FOR SALE—W4L56 Boxes 5/10/25c $44; 3W2L56 Boxes three-wire $27; W1L56 wireless Boxes $24; Seeburg Hideaway 146 $225; Wurlitzer 1100 $450; 1015 $295; Wurlitzer Skee Roll $125; 14 ft. Bankrolls $150; Irish Pool $90; Dale Guns $85. V. YONTZ, BYESVILLE, OHIO.

FOR SALE — Seeburg Hideaway H146-M $195; 2 146-M $225; Seeburg 5c Wall Boxes W1L56 $15.95; 1 147-M $325; 2 Wurlitzer 600's $35 ea.; Seeburg Mayfair $35; Rock-Ola Monarch $25. Small deposit. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3992.

FOR SALE — Bowling Games with Overhead Swinging Pins: United Shuffle Alley 4-player rebound $249; Universal Super Twin Bowler 2-player rebound $139; Bally Speed Bowler $95; United Express Single Player $108; United Express 2-player $139; Late model Seeburg Shoot-The-Bear $335. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, O. Tel.: MAin 8751.

FOR SALE — 8 Brand New Double Column Kleenex Vendors with stands $40 ea.; 6 Ristaucrat Music Boxes $95 ea. Arcade Equipment: Batting Practice $75; Booemrang $45; ChiCoin Hockey $95; Goalee $125; Heavy Hitter $65; Keeney Air Raider $125; Panorams $250; Pitchem & Battem $225; Quizzers with Film $125; Recordio $175; Siros Brush Up $75; Periscope $125; Edelco Pool Table $75; Exhibit Dale Gun $95; Seeburg Bear Gun $375; Atomic Bomber $150; Silver Bullets $195; Voice-O-Graph $395; Standard Metal Typer $295. CLEVELAND COIN, 2021 PROSPECT, CLEVELAND, O. Tel.: TOwer 1-6715.

FOR SALE — Plastic and Bubbler Tubes. For Wurlitzer 1015 lower side plastic $7.95. Right and left corners $8.95 ea. All bubbler tubes for Wurlitzer 1015's $3.90 ea. Domes for Seeburg 146, 147, 148 $16.95 ea. 1/3 deposit. Balance C.O.D. KOEPPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE — Finest premiums for stimnlating play on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don't sell stores. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND RD., Milwaukee 13, WIS. Tel: BLuemound 8-7600.

FOR SALE — Reconditioned Wurlitgers: 600's $65; 750's $109.50; 1015's $275; 1100's $400; 1250's (slightly used), write. Rock-Ola: 1422's $175 1426's $225. Seeburg: 147's $295; 148's $375. Citation $225; Jockey Special $119.50; Gold Cup $145. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN STREET, RICHMOND, VA. Tel.: 84-3264.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: WEst 3-3224.

FOR SALE—Needles. All type needles for juke boxes and home machines. Every needle a precious metals point. Give our needles a test and become the distributor for your area. Write: ELDEEN MANUFACTURING COMPANY, 621 WEST NATIONAL AVE., MILWAUKEE 4, WIS.

FOR SALE—Business Opportunities in Music, Amnsement and Gaming Routes! Several coin machine routes for sale. Money makers. Most of them situated in recreational and resort areas in Sportsman's Paradise, with far better than average year round climatic conditions. Routes to be sold separately —ranging in values from $17,500 to $94,000 per route. All types of equipment in operation, consisting of all post-war machines, nothing on any route older than 1946 models, with major locations on all routes filled with 1950 and 1951 models. All machines are clean and mechanically right. Cash down payments ranging from $7,500 to $33,000. Balance on terms that can easily be handled through operation of the business. Please state in first letter value of route you are interested in, and the amount of cash available for down payment. Curious, and nosey window shoppers needn't waste a stamp, as your business status must be considered before any deal can be made. Reason for selling: Owner is retiring from business. BOX # 102, c/o THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y.

FOR SALE—We can supply all your recorded needs—on all labels. Shipments made 24 hours after receipt of order. 5c over wholesale per record. We ship anywhere. LESLIE DISTRIBUTOR CORP., 752 TENTH AVE., NEW YORK, N. Y. Tel.: PLaza 7-1977. Cable address: EXPO RECORD, NEW YORK.

FOR SALE—7 Amusement Enterprise Skeeball Alleys $199 ea.; 1 Pace Midget Auto Racer like new $79; 1 Boizelle "52" Miniature Pooltable with 5c chute, perfect condition $89. NOVELTY SALES CO., 16 TURNPIKE RD., SHREWSBURY, MASS. Tel.: WORcester 3-3663.

FOR SALE—We are making a splendid 3½ x 7 coin-operated or plain Pool Table. Write for picture and information. Distributors wanted. SPARKS SPECIALTY COMPANY, SOPERTON, GA. Tel.: 33.

FOR SALE—Empresses; Thrones; '39 and '40 Standards and DeLuxes; Classics; W1L56 Wall Boxes: 600's; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misc. Pinballs. SOUTHSIDE VENDING, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.

FOR SALE—Photo Finish $195; Champions $195; Citations $150; New American Scales $95; New Pin Game Lifts $49.50; 1080 Wurlitzers $195. Will buy or trade any of the above merchandise for Hot Rods, Dale Guns or 100 record Seeburgs. 1/3 down. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF.

FOR SALE—The famons lightweight Jacobs Tone Arm for all automatic phonographs. Get it from yonr nearest distributor. JACOBS NOVELTY CO., STEVENS POINT, WIS.

(Continued on next page)

CLASSIFIED ADVERTISING SECTION

Here's What You Can Get For Only 92¢ A Week

1. A 40 WORD CLASSIFIED AD IN EACH AND EVERY WEEK'S ISSUE FOR A FULL YEAR (52 CONSECUTIVE WEEKS) ACTUAL COST WOULD BE $3.20 PER WEEK OR $166.40 FOR THE ENTIRE YEAR OF 52 WEEKS . . . PLUS . . .

2. A FULL YEAR'S SUBSCRIPTION THAT BRINGS YOU "THE CASH BOX" EACH WEEK FOR 52 CONSECUTIVE WEEKS, REGULAR PRICE OF SUBSCRIPTION IS $15.00 WHICH ADDS UP TO THE GRAND TOTAL OF . . .

3. $181.40 . . . ALL THIS FOR ONLY $48 . . . OR 92c PER WEEK FOR YOUR 40 WORD CLASSIFIED AD PLUS YOUR WEEKLY COPY OF "THE CASH BOX" . . .

4. IF YOU ALREADY HAVE A $15 SUBSCRIPTION TO "THE CASH BOX" YOU WILL BE GIVEN FULL CREDIT FOR THE REMAINDER OF YOUR SUBSCRIPTION. THIS WILL BE DEDUCTED FROM THE $48 AND YOU WILL BE BILLED FOR THE DIFFERENCE ONLY.

THE CASH BOX
EMPIRE STATE BLDG.
NEW YORK 1, N. Y.

☐ Enclosed Find My First 40 Word Classified Ad Plus My Check For $48.

☐ Bill Me For The Difference Due From My $15 Subscription. Enclosed Find My First 40 Word Classified Ad.

Name_____ Firm_____ Address_____ City_____ State_____

I AM AN OPERATOR_____ JOBBER_____

DISTRIBUTOR_____ MANUFACTURER_____

FOR SALE — Shuffle Alleys $29.50; Shuffle Alleys with disappearing pins $50; ChiCoin Bowling Alleys $75; Keeney Duck Pins $175; Bally Bowler $35; Bally Bowler with disappearing pins $60. Write for complete list. MONARCH COIN MACHINE CO., 1545 N. FAIRFIELD AVE., CHICAGO, ILL. Tel.: ARmitage 6-1434.

FOR SALE—We have in stock for trade new and nsed five-balls, new and used one-balls, large assortment of used Shnffle Machines. WANT—We want to bny or will accept in trade Wnrlitzer 3020's, Seeburg Bear Guns, Seeburg 100A, 3W1's, Packard Hi Chrome Wall Boxes, Chicago Coin Band Boxes. REDD DISTRIBUTING CO., 298 LINCOLN ST., BOSTON 34, MASS. Tel.: AL 4-4040 and 811 UNION ST., W. SPRINGFIELD, MASS. Tel.: 6-5418.

FOR SALE—Winners, like new, $395 ea.; Photo Finish $295 ea.; Bally Champions, very clean, $265 ea.; Gold Cups $95 ea.; Turf Kings, like new, write; Jockey Specials $65 ea.; Citations $195 ea.; Bally Big Inning $149; Chicago Coin Goalee $125; Dale Gun $79.50; Bally Hot Rod $125; United ABC, write; Williams Double Header (new) $179.50; Wurlitzer 1015, very clean, $265; Wnrlitzer 1080, clean, $250; Seeburg 1946 Hideaway $225; Seeburg 1948 Hideaway $325; Seeburg 1947 M $295; AMI Model A $375; Seeburg 5-10-25c Wall-O-Matics Wireless $45 ea.; Packard Hi Chrome Wall Boxes, like new $22.50 ea.; Packard Bar Brackets (new) $3.25 ea. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, OHIO. Tel.: SUperior 1-4600.

FOR SALE — 10 Seeburg Ray-O-Lite Shoot-The-Bear Guns $300 ea. ½ Deposit, balance C. O. D. EARL'S NOVELTY SERVICE, 105 NORTH PARKERSON AVE., CROWLEY, LA.

FOR SALE—Arcade Equipment: Periscope, Foot-Ease, Hockey, Lite League, Rapid Fire, Super Bomber, Ace Bomber, Ten Strike, Sky Pilot, Ray Guns. Guaranteed fully reconditioned. Parts, snpplies for ray guns. Amplifiers, motors, rifles repaired. COINEX CORPORATION, 1346 W. ROSCOE ST., CHICAGO 13, ILL. Tel.: GRaceland 2-0317.

FOR SALE—Seeburg 146 $179 ea.; Seeburg 100 record # 78 $795 ea.; Wurlitzer 1250, write; AMI Model A $385; AMI Model B $450. AMERICAN VENDING CO., 2359 CONEY ISLAND AVE., BROOKLYN, N.Y. Tel.: ESplanade 5-1836.

MISCELLANEOUS

NOTICE — We are exclusive factory distributors in Metropolitan New York and Northern New Jersey for Keeney Electric Cigarette Vendor. Now taking orders. Will accept trades. For prices, write: DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

NOTICE—Connect 30 wire boxes to Seeburg 100 in a jiffy. Hawley Adaptor connects to best side of first 24 records. Precision made. No working parts. Easy to install. Price $39.95. 1/3 deposit. J. R. HAWLEY DISTRIBUTING CO., 2845 W. PICO BLVD., LOS ANGELES 6. CALIF.

NOTICE — We are distributors for Evans' "Constellation" 40 record phonograph. Now delivering. DAVE LOWY & COMPANY, 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

NOTICE—Operators in Louisiana, Mississippi and Alabama—onr new address is 122 North Broad St., New Orleans, La., with phone remaining the same. DIXIE COIN MACHINE CO., 122 NORTH BROAD ST., NEW ORLEANS, LA. Tel: MAgnolia 3931.

THIS WEEK'S USED MACHINE QUOTATIONS

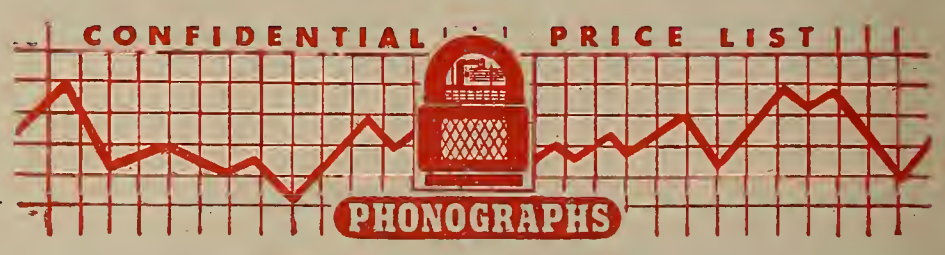
How To Use "The Confidential Price Lists"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange —posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists", rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.
METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price for the week; Second price listed is highest price.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Jnst Added

* Great Activity



WURLITZER

6.	24	29.50	49.50
2.	600R	35.00	75.00
2.	600K	35.00	69.50
4.	500A	40.00	69.50
4.	500K	42.50	69.50
4.	41 (Counter)	35.00	50.00
6.	51 (Counter)	30.00	45.00
4.	61 (Counter)	39.50	50.00
4.	71 (Counter)	39.50	50.00
6.	81 (Counter)	49.50	75.00
4.	700	69.50	99.50
4.	750M	89.50	109.50
4*	750E	89.50	135.00
4.	780M Colonial	95.00	129.50
1.	780E	69.50	129.50
2.	800	69.50	119.50
2.	850	65.00	109.50
2.	950	59.50	125.00
4*	1015	215.00	319.50
2.	1017 Hideaway	200.00	269.00
1*	1100	374.50	475.00
4*	1080	195.00	309.50
6.	300 Adapter	10.00	15.00
4.	320 Wireless Wall Box.	3.50	5.00
4.	310 Wall Box 30 Wire..	4.50	5.00
4.	320 2 Wire Wall Box..	3.50	5.00
6.	332 2 Wire Bar Box...	5.00	9.50
6.	331 2 Wire Bar Box....	5.00	10.00
4.	304 2 Wire Stepper	3.50	5.00
4.	Wireless Strollers	19.50	25.00
6.	430 Speaker Club with 10, 25c Box	69.50	75.00
6.	420 Speaker Cabinet ..	40.00	49.50
4.	3031 Wall Box	12.50	19.50
4.	3045 Wall Box	12.50	20.00
2.	3020 Wall Box	35.00	49.50
4.	219 Stepper	19.50	29.50
4.	100 Wall Box 5c 30 Wire	3.50	5.00
6.	100 Wall Box 10c 30 Wire	12.50	17.50
6.	111 Bar Box	3.00	10.00
4.	120 Wall Box 5c Wire ..	2.00	4.50
6.	305 Impulse Rec.	2.50	10.00
6.	350 WIs Speaker	17.50	29.50
4.	115 Wall Box Wire 5c Wireless	5.00	7.50
6.	135 Step Receiver	14.50	19.50
4.	145 Imp. Step Fast	4.50	7.50
6.	306 Music Transmit. ..	7.50	9.50
6.	130 Adapter	15.00	19.50
4.	580 Speaker	25.00	49.50
6.	123 Wall Box 5/10/25 Wireless	9.00	15.00
4.	125 Wall Box 5/10/25 Wire	2.50	6.00

SEEBURG

4.	Plaza	29.50	39.50
4.	Royale	25.00	49.50
4.	Regal	35.00	59.00
4.	Regal RC	39.50	59.50
4.	Gem	35.00	49.50
4.	Classic	35.00	69.00
4.	Classic RC	39.50	79.00
4.	Maestro	39.50	65.00
2.	Mayfair	35.00	59.50
4.	Mayfair RC	49.50	59.50
6.	Melody King	49.50	79.50
4.	Crown	39.50	59.50
6.	Crown RC	49.50	79.50
4.	Concert Grand	39.50	59.50
4*	Colonel	45.00	69.50
4.	Colonel RC	49.50	79.50
4.	Concert Master	49.50	69.50
4.	Concert Master RC	59.50	89.00
4.	Cadet	50.00	65.00
6.	Cadet RC	59.50	65.00
4.	Major	49.50	79.00
4.	Major RC	50.00	79.50
1.	Envoy	49.50	79.50
4.	Envoy RC	59.50	89.50
4.	Vogue	39.50	69.50
4.	Vogue RC	49.50	79.50
4.	Casino	39.50	65.00
6.	Casino RC	49.50	79.50
4.	Commander	39.50	59.50
4.	Commander RC	50.00	69.00
4.	Hi Tone 9800	45.00	110.00
4.	Hi Tone 9800 RC.....	45.00	69.50
4.	Hi Tone 8800	35.00	69.50
4.	Hi Tone 8800 RC.....	35.00	69.50
4.	Hi Tone 8200	35.00	69.50
4.	Hi Tone 8200 RC.....	35.00	69.50
4*	146S ('46)	150.00	275.00
1*	146M	150.00	279.50
2*	147S	239.50	295.00
4*	147M	249.50	325.00
4.	148S	319.50	375.00
4.	148M	325.00	395.00
2.	148ML	379.00	425.00
6.	Remote Speak Organ ..	10.00	17.50
6.	Multi Selector 12 Rec..	12.50	35.00
6.	Melody Parade Bar	4.50	6.00
6.	5c Wallomatic Wireless	3.00	8.50
6.	5c Baromatic Wireless..	4.50	5.00
6.	5c Wallomatic 3 Wire..	2.00	8.00
4.	30 Wire Wall Box	2.00	9.50
4.	5, 10, 25c Baromatic Wire	3.00	6.95

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6. 5, 10, 25c Wallomatic 3 Wire	7.50	8.95
6. 5, 10, 25c Baromatic Wireless	6.95	8.95
6. 5, 10, 25c Wallomatic Wireless	8.50	17.50
4. 3W2 Wall-a-Matic	22.50	29.50
2* W1-L-56 Wall Box 5c	15.95	27.50
4. 3W5-L-56 Wall Box 5, 10, 25c	23.00	49.50
1. W4L-56	44.00	65.00
4. W6-L56-5/10/25 Wireless	39.00	44.00
4. Tear Drop Speaker	12.50	17.50

ROCK-OLA

6. Imperial 20	24.50	49.50
6. Imperial 16	25.00	49.50
6. Windsor	29.50	40.00
2. Monarch	25.00	49.50
6. Std. Dial-A-Tone	39.50	40.00
4. '40 Super Rockolite	49.50	79.50
6. Counter '39	19.50	39.50
4. '39 Standard	49.50	79.50
4. '39 DeLuxe	49.50	79.50
4. '40 Master Rockolite	59.50	79.50
6. '40 Counter	39.50	49.50
6. '40 Counter with Std.	49.50	54.50
6. '41 Premier	49.50	69.50
6. Wall Box	4.00	9.50
6. Bar Box	4.00	9.50
6. Spectravox '41	15.00	29.50
6. Glamour Tone Colnmn.	30.00	35.00
6. Modern Tone Colnmn.	32.50	40.00
6, Playmaster & Spectra-vox	49.50	69.50
4. Playmaster '46	79.50	129.50
6. Playboy	25.00	30.00
4. Commando	39.50	50.00
4* 1422 Phono ('46)	129.00	195.00
4. 1424 Phono (Hideaway)	150.00	195.00
4* 1426 Phono ('47)	169.00	275.00
4. Magic Glo (1428)	319.00	475.00
6. 1501 Wall Box	3.00	7.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
6. 1525 Wall Box	10.00	17.50
6. 1526 Bar Box	15.00	19.50
4. 1530 Wall Box	10.00	25.00
4. Dial A Tone B&W Box.	2.00	5.00
6. 1805 Organ Speaker	24.50	29.00

PACKARD

1* Pla Mor Wall & Bar Box	12.00	24.00
4* Manhattan	149.50	189.50
4. Model 7 Phono	75.00	99.50
1. Hideaway Model 400	79.00	139.00
6. 1000 Speaker	48.50	75.00
6. Willow Adaptor	14.50	29.50
6. Chestnnt Adaptor	15.00	25.00
6. Cedar Adaptor	15.00	29.50
6. Poplar Adaptor	15.00	27.50
6. Maple Adaptor	15.00	30.00
6. Juniper Adaptor	15.00	27.50
6. Elm Adaptor	15.00	25.00
6. Pine Adaptor	15.00	25.00
6. Beach Adaptor	15.00	27.50
6. Spruce Adaptor	17.50	29.50
6. Ash Adaptor	15.00	25.00
6. Walnnt Adaptor	17.50	25.00
6. Lily Adaptor	10.00	12.50
6. Violet Speaker	10.00	15.00
6. Orchid Speaker	19.50	22.50
6. Iris Speaker	21.50	29.50

MILLS

6. Do Ri Mi	25.00	59.50
4. Panoram	125.00	250.00
4. Throne of Mnsic	39.50	59.50
4. Empress	25.00	59.50
6. Panoram 10 Wall Box	5.00	8.50
6. Panoram Peek (Con)	195.00	295.00
6. Conv. for Panoram Peek	10.00	29.50
2. Constellation	129.00	159.50

AMI

6. Hi-Boy (302)	49.50	55.00
6. Singing Towers (201)	39.50	99.50
6. Streamliner 5, 10, 25	39.50	79.50
6. Top Flight	25.00	39.50
6. Singing Towers (301)	39.50	99.50
4* Model A '46	349.50	425.00
2* Model B '48	450.00	525.00

BUCKLEY

4. Wall & Bar Box O. S.	3.00	5.00
4. Wall Bar Box N.S.	7.00	17.50

AIREON

4* Super DeLuxe ('46)	40.00	95.00
4. Blonde Bomber	129.50	189.50
1. Fiesta	95.00	129.50
6. '47 Hideaway	119.50	195.00
1. '48 Coronet 400	139.50	195.00
6. '49 Coronet 100	275.00	299.50

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Un) United; (Wm) Williams.

4. ABC Bowler	25.00	29.50
1. Ali Baha (Got 6/48)	39.50	49.50
2* Alice (Got 8/48)	39.50	49.50
4. Amher (Wm 1/47)	15.00	29.50
2. Aquacade (UN 4/49)	50.00	94.50
2. Arizona (Un 5/50)	129.00	144.50
4. Bahy Face (UN 1/49)	35.00	69.50
4. Baffle Card (Got 10/46)	10.00	14.50
4. Ballerina (B 48)	45.00	59.50
4. Ballyhoo (B 47)	19.50	29.50
4. Band Leader	69.50	89.50
4. Banjo	35.00	45.00
2. Bank-A-hall (Got)	70.00	109.50
4. Barnacle Bill (Got 8/48)	55.00	69.50
2. Baskethall (Got 10/49)	100.00	109.50
4. Be Bop (Ex)	99.50	114.50
4. Bermuda (CC 11/47)	25.00	49.50
4. Big League (B 46)	14.50	19.50
6. Big Prize	10.00	30.00
6. Big Time	32.50	39.50
2. Big Top	49.50	79.50
1. Black Gold	69.50	89.50
1. Blue Skies (Un 11/48)	49.50	54.50
4. Bonanza (Wm 11/47)	12.50	15.00
4. Boston (Wm 5/49)	85.00	114.50
2. Bowling Champ (Got 2/49)	79.50	89.50
6. Bowling League (Got 8/47)	12.50	24.50
4. Broncho	19.50	35.00
2. Buffalo Bill (Got 5/50)	89.50	120.00
2. Buccaneer (Got 10/48)	45.00	69.50
1. Build Up	35.00	59.50
4. Buttons & Bows (Got 3/49)	80.00	99.50
2. Camel Caravan	79.50	119.50
2. Canasta (Ge 7/50)	89.50	135.00
4. Caribhean (Un 3/48)	15.00	24.50
1. Carnival (B 48)	79.50	89.50
4. Carolina (Un 3/49)	59.50	75.00
4. Caronsel	15.00	29.50
1. Catalina (CC 2/48)	39.50	49.50
4* Champion (B 48)	195.00	395.00
2. Champion (CC 6/49)	79.50	99.50
1. Chico	39.50	69.50
2. Cinderella (Got 3/47)	29.50	49.50
3* Citation (B 48)	125.00	299.50
6. Cleopatra	19.50	34.50
4. Club Trophy	29.50	49.50
2* College Daze (Got 8/49)	99.50	129.50
4. Contact	25.00	39.50
4. Contest	29.50	39.50
4. Cover Girl	29.50	45.00
4. Crazy Ball (CC 7/48)	29.50	39.50
2. Dallas (Wm 2/49)	49.50	89.50
6. Dark Horse	10.00	15.00
2. De Icer (Wm 11/49)	99.50	159.50
4. Dew Wa Ditty (Wm 6/48)	39.50	49.50
6. Donhle Barrel (B 47)	10.00	19.50
2. Bhl. Feature (Got 12/50)	135.00	179.50
4. Double Shuffle (Got 6/49)	85.00	99.50
4. Dreamy (Wm 3/50)	109.50	125.00
6. Drum Major	25.00	34.50
4. Dynamite (Wm 10/46)	10.00	14.50
4. Entry (B '47)	35.00	65.00
4. El Paso (Wm 11/48)	65.00	79.50
4. Fast Ball	10.00	15.00
6. Fiesta	14.50	19.50
1* Fighting Irish (CC 10/50)	145.00	185.00
4. Flamingo (Wm 7/47)	14.50	25.00
2* Floating Power	55.00	85.00
4. Flying Saucers (Ge 12/50)	134.50	165.00
4. Flying Trapeze (Got 9/47)	14.50	17.50
2. Foothall (CC 8/49)	75.00	99.50
2* 4 Horsemen (Got 9/50)	134.50	185.00
2. Freshie (Wm 9/49)	99.50	129.50
4. Georgia (Wm 9/50)	135.00	165.00
4. Ginger (Wm 10/47)	10.00	15.00
4. Gin Rummy	99.50	125.00
4. Gizmo (Wm 8/48)	29.50	49.50
6. Glamour	24.50	29.50
2* Gold Cup (B '48)	59.50	145.00
3* Gold Cnp (B '48)	85.00	145.00
4. Gold Mine	29.50	49.50
4. Golden Gloves (CC 7/49)	89.50	104.50
4. Gondola	49.50	64.50
1. Grand Award (CC 1/49)	55.00	65.00
4. Harvest Moon (Got 12/48)	59.50	69.50
1. Harvest Time (Ge 9/50	135.00	149.50
4. Havana (Un 3/47)	14.50	25.00
4. Hawaii (UN 8/47)	10.00	25.00
4. Hi Ride	19.50	39.50
4. Hit Parade	29.50	44.50
4. Holiday (CC 12/48)	59.50	79.50
1. Hot Rods (B '49)	79.50	150.00
1* Humpty Dumpty (Got 10/47)	29.50	49.50
4. Jack 'N Jill (Got 4/48)	39.50	55.00
4. Jamhoree	34.50	49.50
4. Jeanie (Ex 7/50)	119.50	150.00
4* Jockey Special (B '47)	65.00	119.50
2. Joker (Got 11/50)	134.50	175.00
4. Judy (Ex 7/50)	135.00	155.00
2* Just 21 (Got 1/50)	59.50	100.00
2. K. C. Jones	119.50	129.50
4. Kilroy (CC 1/47)	10.00	15.00
2. King Arthur (Got 10/49)	99.50	129.50
4. King Cole (Got 5/48)	34.50	59.50
4* Knockout (Got 1/51)	150.00	179.50
4. Lady Robin Hood (Got 1/48)	29.50	49.50
4. Leap Year	25.00	49.50
6. Line Up	25.50	29.50
2. Lncky Inning (Wm 5/50)	94.50	104.50
4. Lncky Star (Got 5/47)	25.00	45.00
2. Mad. Sq. Garden (Got 6/50)	140.00	169.50
2. Magic	39.50	54.50
6. Maise (Got 3/47)	14.50	25.50
3* Majors '49 (CC 2/49)	35.00	89.50
4. Major League Baseball	39.50	49.50
4. Manhattan (Un 2/48)	24.50	35.00
4. Mardi Gras	39.50	50.00
4. Marjorie (Got 7/47)	19.50	29.50
4* Maryland (Wm 4/49)	85.00	114.50
4. Merry Widow	39.50	54.50
4. Melody (B 47)	20.00	49.00
4. Mercury (Ge)	109.50	135.00
4. Metro	17.50	27.50
4. Mexico (Un 6/47)	14.50	35.00
6. Miami Beach	15.95	19.50
6. Miss America (Got 1/47)	12.50	27.50
6. Monicker	10.00	17.50
2. Monterrey (Un 5/48)	25.00	49.50
4. Moon Glow (Un 12/48)	35.00	49.50
4. Morocco	35.00	49.50
4. Mystery	10.00	15.00
4. Nevada (Un 10/47)	15.00	25.00
4. Nifty (Wm 12/50)	159.50	185.00
4. Nudgy (B 47)	25.00	39.50
6. Oh Boy	15.00	29.50
2. Oklahoma (Un 6/49)	89.00	109.50
4. Old Faithful (Got 1/50)	119.50	125.00
4. One Two Three	59.00	95.00
6. Opportunity	14.50	19.50
6. Oscar	19.50	25.00
4. Paradise (Un 7/48)	35.00	49.50
4. Phoenix	34.50	49.50
2* Photo Finish	175.00	365.00
6. Pimlico	15.00	32.50
4. Pin Bowler (CC 7/50)	135.00	175.00
2. Pinch Hitter (Un 5/49)	49.50	59.50
4. Pinky (Wm 10/50)	169.50	189.50
6. Pin Up Girl	15.00	29.50
4. Play Ball	15.00	19.50
4. Play Boy (CC 5/47)	15.00	19.50
2. Playland (Ex 8/50)	109.50	149.50
4. Playtime (Ex)	79.50	95.00
2. Puddin Head	29.50	59.50
4. Pnnchy (CC 11/50)	174.50	184.50
4. Rag Mop (Wm 11/50)	179.50	189.50
4. Rainhow (Wm 9/48)	45.00	59.50
1. Ramona (Un 2/49)	39.50	59.50
4. Rancho (B 48)	35.00	45.00
5. Ranger	10.00	15.00
6. Record Time	22.50	59.50
4. Red Shoes (Un 12/50)	169.50	189.50
6. Repeater	17.50	29.50
6. Rio (Un 12/46)	15.00	20.00
2. Rip Snorter (Ge)	99.50	119.50
6. Riviera	14.50	25.00
2* Rocket (Ge 5/50)	109.50	139.50
2. Rockettes (Got 8/50)	95.00	165.00
2. Rondevoo (Un 5/48)	29.50	49.50
4. Round Up (Got 11/48)	49.50	69.50
1. St. Louis (Wm 2/49)	79.50	89.50
2. Sally (CC 10/48)	30.00	54.50
1. Samha	34.50	50.00
1. Saratoga (Wm 10/48)	49.50	75.00
6. School Days	15.00	17.50
6. Score-A-Line	20.00	39.50
4. Screwball	39.50	55.00
4. Sea Hawk	15.00	22.00
4. Sea Isle (CC 11/47)	14.50	39.50
4* Select-A-Card (Got 4/50)	89.50	150.00
1. Serenade (Un 12/48)	49.50	54.50
4. Shanghai (CC 4/48)	39.50	60.00
2* Shantytown	69.50	125.00
1* Sharpshooter (Got 5/49)	84.50	125.00
7. Shoo Shoo (Wm 2/51)	169.50	179.50
6. Shooting Stars	19.50	35.00
4. Short Stop	20.00	45.00
4. Show Boat (Un 1/49)	34.50	49.50
6. Silver Spray	14.50	24.50
6. Silver Streak (B 47)	14.50	19.50
4. Singapore (Un 11/47)	19.50	29.50
6. Sky Lark	39.50	59.50
6. Sky Line	17.50	29.50
6. Sky Ray	12.50	19.50
6. Slngger	14.50	19.50
4. Smarty (Wm 12/46)	14.50	25.00
6. Smoky	12.50	19.50
2* South Pacific (Ge 3/50)	79.50	125.00
6. Sonth Paw	15.00	19.50
6. Sonth Seas	10.00	17.50
4* Special Entry (B '49)	35.00	95.00
6. Speed Ball	14.50	32.50
6. Speed Demon	15.00	29.50
4. Speedway (Wm 9/48)	29.50	49.50
4. Spellbound (CC 5/46)	10.00	14.50
4. Spinball (CC 5/48)	29.50	39.50
4. Spot Bowler (Got 10/50)	159.50	169.50
4. Sport Event	19.50	29.50
6. Sport Special	17.50	30.00
6. Sports	19.50	25.00
6. Sports Parade	12.50	15.00
6. Spot-A-Card	25.00	29.50
6. Spot Pool	19.50	29.50
6. Stage Door Canteen	10.00	14.50
6. Stars	15.00	19.50
2. Stardust (Un 5/48)	25.00	49.50
4. Starlite	10.00	49.50
4. State Fair	10.00	14.50
6. Step Up	10.00	14.50
7. Stop & Go (Ge 3/51)	169.50	179.50
4. Stormy (Wm 1/48)	35.00	49.50
6. Stratoliner	14.50	17.50
6. Streamliner	10.00	14.50
2* Summertime (Un 9/48) (Un 9/48)	30.00 34.50	49.50 49.50
6. Sun Beam	19.50	29.50
4. Sunny (Wm 12/47)	39.50	49.50
6. Snpercharger	15.00	24.50
2. Super Hockey	59.50	79.50
6. Snperliner (Got 7/46)	10.00	17.50
6. Snperscore (CC 10/46)	10.00	24.50
4. Surf Queen (B '46)	10.00	15.00
4. Snspense (Wm 2/46)	29.50	49.50
1. Swanee	49.50	59.50
4. Sweetheart (Wm 7/50)	125.00	175.00
2* Tahiti (CC 10/49)	69.50	109.50
4. Tally Ho	19.50	39.50
3. Tampico (Un 7/49)	69.50	84.50
6. Target Skill	12.50	19.50
2* Telecard (Got 1/49)	50.00	125.00
4. Temptation	49.50	64.50
4. Tennessee (Wm 2/48)	39.50	59.50
4. Three Feathers	79.50	89.50
4. Three Musketeers (Got 7/49)	99.50	125.00
4. Thrill (CC 9/48)	29.50	49.50
6. Topic	10.00	17.50
4. Tornado (Wm 4/47)	12.50	17.50
4. Torchy (Wm 6/47)	10.00	19.50
6. Towers	12.50	15.00
4. Trade Winds	39.50	60.00
6. Treasnre Chest	14.50	30.00
2. Trinidad (CC 3/48)	25.00	49.50
4. Triple Action	25.00	44.50
2. Triplets (Got 7/50)	159.50	175.00
2. Tri-Score (Ge 1/51)	129.50	150.00
4. Trophy (B '48)	95.00	129.50
4. Tropicana (Un 1/48)	14.50	29.50
4. Tncson (Wm 1/49)	80.00	95.00
1. Tumbleweed	100.00	115.00
4. Tnrf Champ	24.50	39.50
6. Tnrf King (Pre-War)	22.50	49.50
1. Utah (Un 8/49)	89.50	114.50
6. Vanities	10.00	25.00
2. Victory Special (B '46)	29.50	59.50
4. Virginia (Wm 3/48)	29.50	49.50
6. West Wind	15.00	20.00
6. Wild Fire	19.50	30.00
4. Winner (Univ.)	375.00	469.50
2* Wisconsin (Un 3/48)	25.00	65.00
6. Yankee Doodle	15.00	19.50
1* Yanks (Wm 4/48)	30.00	49.50
6. Zig Zag	12.50	19.50

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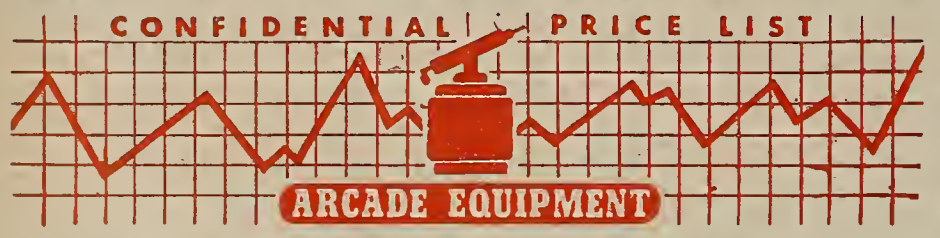
4. ABC Roll Down	24.50	35.00	4. Genco Total Roll	19.50	35.00
6. Arrows	15.00	40.00	6. Hawaii Roll Down	10.00	24.50
4. Auto Roll	24.50	35.00	4. Hy-Roll	49.50	89.00
4. Bermuda	25.00	35.00	6. Melody	20.00	35.00
4. Big City	10.00	35.00	6. One World	40.00	49.50
4. Bing-A-Roll	49.50	85.00	4. Pro-Score	25.00	50.00
6. Bonus Roll	25.00	49.50	4. Singapore	10.00	29.50
6. Buccaneer	49.50	64.50	4. Sportsman Roll	10.00	20.00
6. Champion Roll	15.00	29.50	6. Super Score	35.00	49.50
6. Chicoin Roll Down	19.50	54.50	6. Super Triangle	15.00	35.00
1. Genco Advance Roll	19.50	39.50	4. Tally Roll	19.50	39.50

2. Bally Hook Bowler	295.00	375.00	4. Keeney Lucky Strike	89.50	109.50
4. Bally Shuffle Champ	159.50	175.00	1. Keeney Dbl. Bowler	175.00	210.00
2* Bally Shuffle-Bowler	25.00	85.00	4* Keeney League Bowl	265.00	285.00
1* Bally Speed Bowler	75.00	154.50	1. Keeney Duck Pins	155.00	175.00
4. California Sbuffle Pins	30.00	50.00	4. Rock-Ola Sbuffle Jungle	35.00	59.50
4. CbiCoin Bango	25.00	49.50	4. Rock-Ola Shuffle-Lane	29.50	50.00
6. ChiCoin Beacon	35.00	49.50	4. Un. Dbl. Shuffle	70.00	99.50
4* ChiCoin Bowling Alley	39.50	94.50	1* United Sbuffle Alley	29.50	69.00
4. ChiCoin Alley w/con	99.50	139.50	4* Un. Shuffle w conv.	50.00	95.00
4. CbiCoin Ace Bowl	149.50	195.00	4. Un. Shuffle Alley Exp.	75.00	125.00
2* ChiCoin Bowl Classic	135.00	165.00	2. Un. 2-play Express	139.00	209.50
4. CbiCoin Rebound	10.00	29.50	4. Un. Sin. Rebound	169.50	199.50
4. ChiCoin Sbuffle Baseball	50.00	75.00	4. Un. Twin Rebound	224.50	249.50
3. ChiCoin Trophy	165.00	185.00	4. United Sbuffle Skill	35.00	59.50
4* Exhibit Strike	75.00	165.00	1. United Super-Shuffle	49.50	69.50
4. Genco Bowling League	25.00	50.00	4. United Slugger	125.00	150.00
4. Genco Glider	25.00	59.50	2* United Skee Alley	125.00	225.00
4. Genco Baseball	59.00	99.50	4* Univ. Super Twin	135.00	179.50
4* Gottlieb Bowlette	45.00	75.00	1. Universal Twin Bowler	84.50	95.00
1. Keeney ABC Bowler	59.50	69.50	1. Williams DeLuxe Bowler	69.50	80.00
4. Keeney Line Up	30.00	39.50	4. Williams Twin Shuffle	25.00	50.00
1* Keeney King Pin	99.50	164.50	4. Williams Single Bowler	25.00	50.00
1. Keeney Pin Boy	30.00	89.50	2. Williams Dbl. Head	100.00	175.00
4. Keeney Ten Pins	49.50	75.00			



4. Allite Strikes 'N Spares	39.50	149.50	6. Keeney Anti Aircraft Br	15.00	25.00
4. Boomerang	45.00	85.00	6. Keeney Anti Aircraft Bl	15.00	50.00
4. Bally Big Inning	175.00	200.00	4. Keeney Sub Gun	79.50	89.50
4. Bally Bowler	165.00	189.50	4. Keeney Texas Leaguer	30.00	59.50
4. Bally Convoy	47.50	95.00	4. Kirk Nigbt Bomber	49.50	145.00
4. Bally Defender	50.00	95.00	4. Lite League	50.00	95.00
6. Bally Eagle Eye	39.50	49.50	4. Mutoscope Ace Bomber	79.50	150.00
4. Bally Heavy Hitter	65.00	79.50	4. Muto. Atomic Bomber	95.00	150.00
6. Bally King Pin	35.00	45.00	4. Mutoscope Dr. Mobile	95.00	150.00
6. Bally Lucky Strike	45.00	79.50	4. Mutoscope Pbotomatic (Pre-War)	175.00	375.00
4. Bally Rapid Fire	69.00	99.50	4. Mutoscope Sky Figbter	79.50	125.00
4. Bally Sky Battle	49.50	95.00	4. QT Pool Table	89.50	185.00
4. Bally Torpedo	49.50	95.00	4. Quizzer	59.50	125.00
4. Bally Undersea Raider	69.50	100.00	6. Rockola Ten Pins LD	19.50	49.50
6. Bank Ball	59.50	150.00	6. Rockola Ten Pins HD	25.00	49.50
6. Bowling League	35.00	49.50	4. Rockola World Series	50.00	100.00
4. Buckley DeLuxe Dig	119.50	149.50	4. Scientific Baseball	49.50	75.00
4. Buckley Treas Is Dig	95.00	110.00	4. Scientific Basketball	59.50	75.00
6. Champion Hockey	40.00	65.00	1. Scientific Batting Pr.	59.50	95.00
4. ChiCoin Basketball Cbamp	159.50	225.00	4. Scientific Pitch 'Em	165.00	225.00
4* Chicoin Goalee	95.00	125.00	2* Seeburg Bear Gun	335.00	375.00
4. Chicoin Hockey	69.50	95.00	4. Seeburg Chicken Sam	45.00	95.00
4. Chi Midget Skee	135.00	195.00	4. Seeburg Shoot the Cbute	25.00	95.00
4* Chicoin Pistol	95.00	159.50	4. Skee Barrell Roll	25.00	49.50
6. ChiCoin Roll-A-Score	39.50	75.00	6. Skill Jump	25.00	39.50
4. Edelco Pool Table	49.50	75.00	6. Super Torpedo	25.00	79.50
4. Evans Bat-A-Score	175.00	225.00	6. Supreme Bolascore	50.00	125.00
6. Evans In The Barrel	39.50	52.50	6. Supreme-Skee Roll	20.00	75.00
4. Evans Super Bomber	95.00	195.00	6. Supreme Skill Roll	20.00	69.50
6. Evans Play Ball	49.50	95.00	4. Supreme Rocket Buster	45.00	65.00
4. Evans Ten Strike '46	39.50	75.00	6. Tail Gunner	30.00	49.50
4. Evans Tommy Gun	49.50	100.00	4. Telequiz	99.50	159.50
4* Exhibit Dale Gun	65.00	129.50	4. Un. Team Hockey	135.00	150.00
4. Exhibit Rotary Mdsr.	175.00	275.00	4. Warner Voice Record	49.50	69.50
2. Exhibit Silver Bullets	109.50	195.00	6. Western Baseball '39	20.00	49.50
2. Exhibit Merchantman Roll Ch Digger	85.00	95.00	1. Western Baseball '40	49.50	85.00
4. Exhibit Vitalizer	69.50	95.00	4. Whizz	15.00	49.50
6. Genco Bank Roll	24.50	65.00	4. Wilcox-Gay Recordio	100.00	175.00
6. Genco Play Ball	29.50	74.50	4. Williams All Stars	109.50	125.00
4. Groetcben Met. Typer	79.50	149.50	1. Williams Box Score	39.50	65.00
6. Hoop-A-Roll	24.50	49.50	3* Williams Star Series	125.00	169.50
4. Jack Rabbit	69.50	109.50	4. Williams Quarterback	65.00	100.00
4. Keeney Air Raider	69.50	125.00	4. Wurlitzer Skeeball	75.00	150.00

CONVERSIONS

If you are at present converting older machines into later type models, please notify *The Cash Box* immediately. The new names of your machines will be listed here along with the names of the original machines from which they were converted.

NATE SCHNELLER, INC.

Gottlieb 21 to Bingo Bango

MANUFACTURERS NEW EQUIPMENT

Equipment listed here is currently in production. Prices listed are manufacturer's list prices.

AMI, INC.

Model "C" Phonograph	$795.00
Model HS-SM Hideaway	575.00
5c-10c Wall Box (40 Selections)	59.50
5c Wall Box (40 Selections)	53.50
Amivox Speaker	27.50

BALLY MANUFACTURING CO.

Turf King	$695.00
Bally Baseball	429.50
Bright Lights	545.00

BUCKLEY MANUFACTURING CO.

Buckley Wall & Bar Box	$24.50

CHICAGO COIN MACHINE CO.

Band Box
Thing
Hit Parade Phonograph

H. C. EVANS & CO.

Constellation Phonograph
Ten Strike 1951

THE EXHIBIT SUPPLY CO.

Two Player Hockey	$184.50
Big Bronco	
Gun Patrol	

GENCO MFG. & SALES CO.

Hits and Runs	$279.50

D. GOTTLIEB & CO.

Cyclone	$294.50

J. H. KEENEY & CO., INC.

Big League Bowler	
League Bowler, 9½ Ft.	$419.50
League Bowler, 8 Ft.	409.50
All-Electric Cigarette Vendor	259.50
All-Electric Cigarette Vendor with Changemaker	277.00
Penny Inserter	119.50
Four Way Bowler Conversion	350.00
Match Bowler Conversion	379.50
Divydend	69.50

ROCK-OLA MFG. CORP.

"Rocket '51-50" Phonograph (Model 1432)	$798.40
Model 1538 5c-10c-25c Wall Box	59.50
Model 1536 5c Wall Box, 23 Wire	39.50
Model 1424 Playmaster	440.00

(All Prices F.O.B. Factory, Chicago)

UNITED MANUFACTURING CO.

A-B-C	
Five-Player Shuffle Alley	$430.00
Twin Shuffle-Cade	430.00
Shuffle Alley DeLuxe Conversion	79.50
Super Shuffle Alley DeLuxe Conversion	89.50
Double Shuffle Alley DeLuxe Conversion	89.50

UNIVERSAL INDUSTRIES, INC.

High Score Bowler	$375.00
DeLuxe Twin Bowler	375.00
5 Star	

WILLIAMS MANUFACTURING CO.

Music Mite Phonograph
Control Tower
Super World Series

THE RUDOLPH WURLITZER CO.

Model "1400" Phonograph
Model "1450" Phonograph
Model 4851 5c-10c-25c Wall Box (48 Selections)
Model 5100 8" Speaker
Model 5110 12" DeLuxe Speaker

NOTICE

In view of the national inactivity of Bells, Consoles and Automatics, price lists of this type equipment have been removed.

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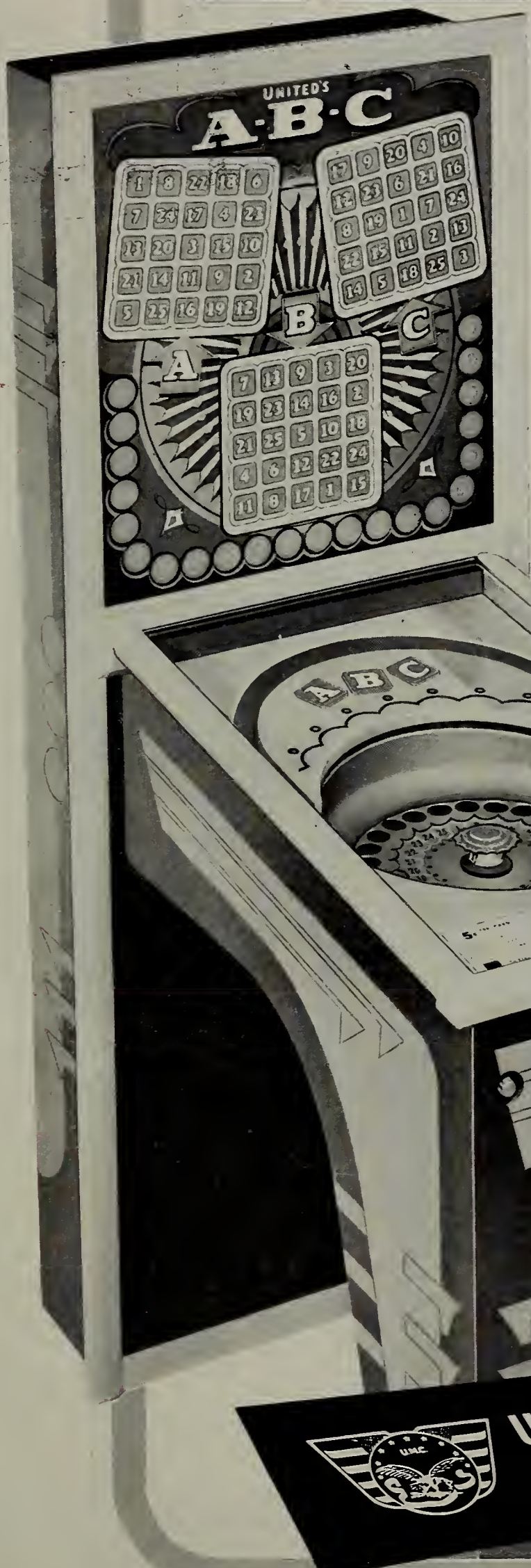
UNITED'S

A-B-C



NEW DIFFERENT 5-BALL REPLAY GAME

APPROXIMATE SIZE
4 FT. LONG BY 2 FT. WIDE

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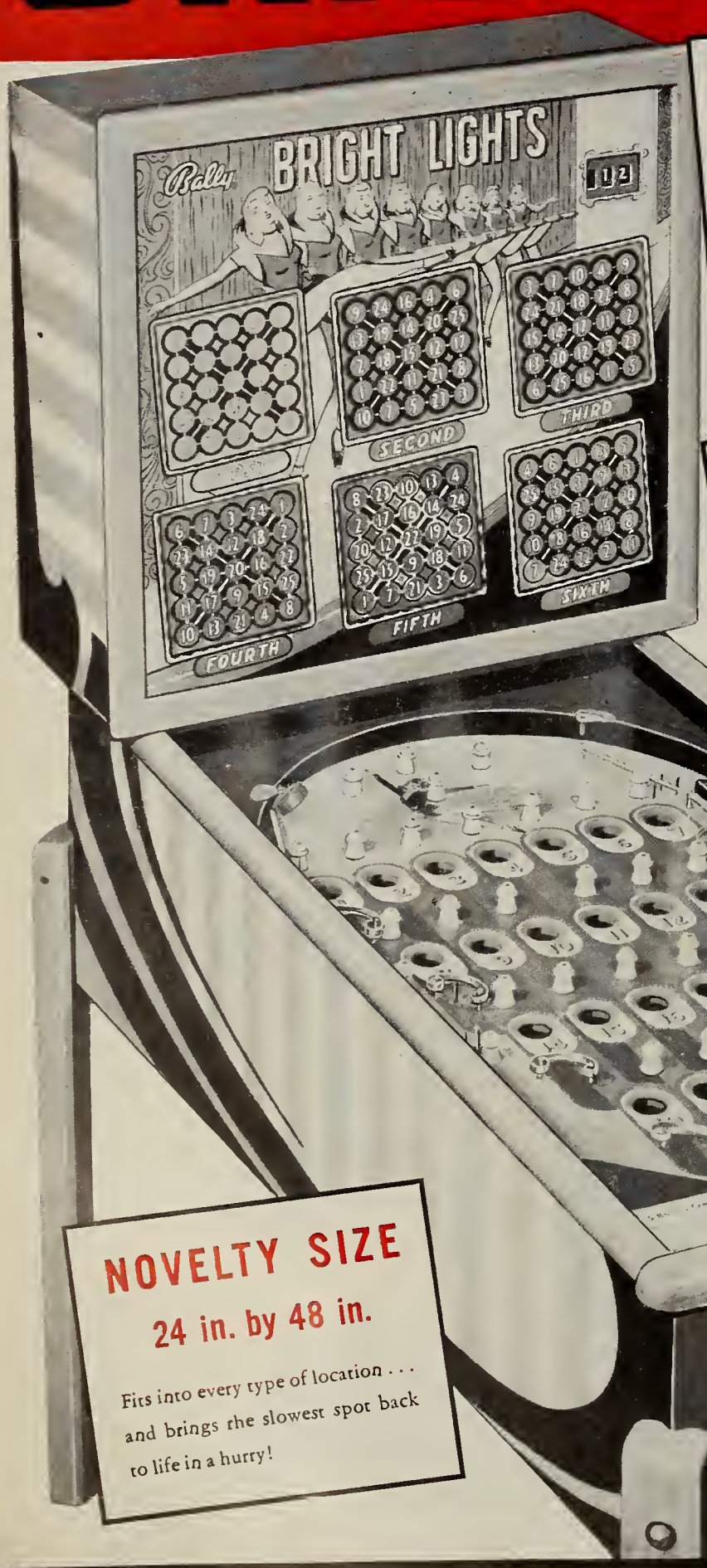

EARNING-POWER MULTIPLIED

BY NEW 6-SECTION SELECTIVE PLAY

Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections . . . a new players's choice fearure that insures extra earning-power and profits never before known in the novelty field.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory . . . or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

DESIGNED TO STIMULATE CONTINUOUS

REPEAT PLAY

Every game played is either a scoring success or a near miss. "Came-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play . . . big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

NOVELTY SIZE

24 in. by 48 in.

Fits into every type of location . . . and brings the slowest spot back to life in a hurry!

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright . . . get BRIGHT LIGHTS now!

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